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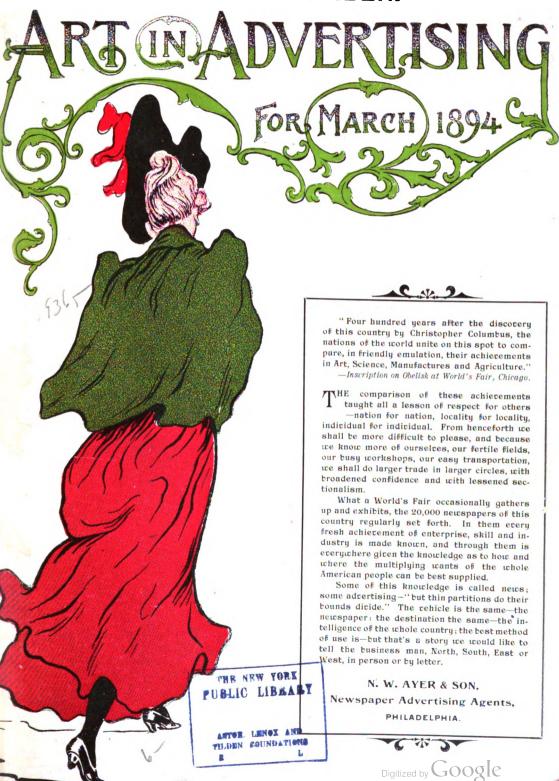
Art in advertising

Elisabeth L. Sylvester

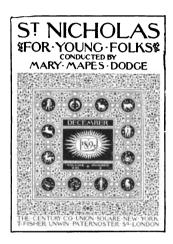




WESTERN NUMBER.







St. Nicholas

Now the only magazine of its class.



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Entered at the Post Office at New York as second-class matter.

Vol. IX.

MARCH, 1894.

No. 1.

Published by The Art in Advertising Co.,
80 Fifth Avenue, New York.
Chicago Office, Herald Building.
H. C. Brown. President. E. L. Sylvester, Editor.

ISSUED ON THE FITFH OF EVERY MONTH.
ONE DOLLAR A YEAR, IN ADVANCE.

THE AGENT'S COMMISSION.

AT an adjourned meeting, held to consider the above subject at the Hotel Imperial, on the 21st instant, it was discovered that there were about as many opinions on the subject as there were delegates. Mr. Haulenbeck of Thompson's, for instance, thought the publisher should do away with commissions altogether and sell his space in bulk to the highest bidder-the latter to get what he could at second-hand. The representatives of the special agents were very bitter in their denunciation of the general agent claiming that the discount allowed him was invariably used as a detriment to their paper. On the other hand, the general agent looks upon the special as a good deal of an interloper. And the feeling between the two is not of the most pleasant. We do not, however imagine that for our purpose the special agent need be considered. He is in a position to take care of his own interests so far as his own papers are concerned, and that is where his connection ends. Our idea is to perfect an organization among the local agents right here at home before going further. If it works to the benefit of all concerned here, there will be no difficulty in extending its ramifications, at a later date, if desired. The publisher will be consulted and no step will be taken that does not meet with the approval of both.

The subject was also discussed at the meeting



You can talk as you've a mind to
Of your brainy Boston belle;
Of Gotham's girl delightful
With her gowns and manner swell.
You can rave about the Southern girl,
Who's fair, indeed, to see;
But I tell you what, the Western girl
Is good enough for me!

of the American Publishers' Association, and the secretary, Mr. Bryant, reported that the sense of the meeting was in effect, that it would be a very nice thing never to recognize any one but a regular agent; such was the aim and desire of the A. P. A., etc., etc., but doubtless the exigencies of the situation sometimes prevented an infallible perception of what constituted an agent. Any plan, however, thought Mr. Bryant, on which all could agree, would doubtless be a great gain all round.

With such a divergence of opinion it was of course an impossibility to arrive at any satisfactory conclusion in one meeting. About the only thing that seemed to be thoroughly established was that the necessity for such an organization exists. And also that in the future there should be a distinct class for agents who create new business, men whose time is spent developing new customers; who risk time, thought and energy frequently to lose it all after the infant has learned to walk. These men will be put in Class A and will be protected in every possible direction. The next class will include all the honest agents; the men who curse you and your paper, but send you business just the same, because there's money in it for their clients. The proposition of classifying agents will be one that will receive careful attention, as it promises to solve some of the difficulties that now surround the problem.

Don't economize any more than you can help.

THERE is an end to all things—even to the editorials in ART IN ADVERTISING. And so there will soon be an end to the Tariff Bill. It cannot be long delayed. The waiting time, my brother, is the hardest time of all, but the end is now in sight.

The improvement in business referred to last month has continued. How severe the stress has been will never be actually known. It is safe to say, however, that the panic of '93 will make all the other panics hide their diminished heads in shame by comparison.

The others we know of only by hearsay. With this one, however, we have had an intimate personal acquaintance.

Let us resolve to cut all such undesirable persons in future.

ART AND NOT ARTIFICE.

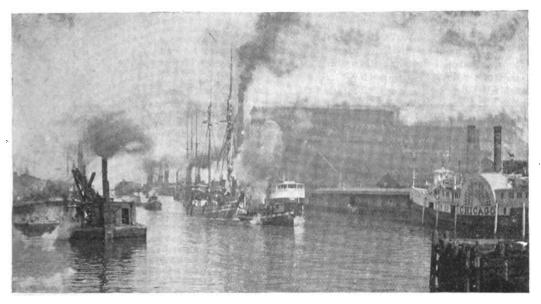
THE announcement made by The Ladies' Home Journal that it will hereafter accept no advertisements in the nature of "readers" or "reading notices" of any sort, even at its previous special rate of eight dollars per line, is full of a healthy significance, and comes at the right time. Such a course is in direct contrast with that pursued by the daily and weekly papers, where advertisements are now printed in a way to baffle even the most expert in distinguishing between a news-article and a reading advertisement. The course of the Philadelphia magazine aims a blow, too, at the magazine "insert," of which, strangely enough, this selfsame magazine has been among the most conspicuous developers in its own advertisements in other periodicals. It is understood, however, that the Journal will permanently discard this method in its own announcements. The step taken by The Ladies' Home Journal is one calculated to influence other magazines, and is practically the first decided indication of a return to legitimate display advertising. It is a timely action in that the "reading advertisement" has been unquestionably overdone, and has acted, in not a few cases, to defeat its own purpose. "Hereafter," says Mr. Curtis in explanation of his step, "The Ladies' Home Journal will seek to represent the highest attainable art in advertising, but of a strictly dis-Advertisements in its pages will play nature. attract by their art rather than by their artifice."

In short, advertisements in the *Journal* will appear as they are intended to be, and resemble nothing else.

The annoyances being caused advertisers by certain politicians who are the promoters of hostile legislation, was the subject of a spirited discussion by the newspaper managers of the Chicago press at dinner a short time ago. We learn from the report of it in the Inter-Ocean that it was the unanimous opinion of all present that an effort should be made by the newspapers to protect advertisers, as far as possible, from the efforts of nefarious politicians to enact dubious legislation either through Congress or our State legislatures hostile to their interests. Newspapers in other cities should also take up this matter.

Subscribe for Art in Advertising, \$1.00 per year. No deadheads.





CHICAGO RIVER—SEEN FROM A CAR WINDOW ON THE PENNSYLVANIA LINE.

AN UNSENTIMENTAL JOURNEY.

For safety, speed and comfort on a Western trip, commend me to the Pennsylvania line. To the traveler leaving New York for the first time there is afforded such a view of Manhattan Island from the river as is vouchsafed from no other vantage-ground. If there happens to be a red sunset, as is quite common in our wintry weather, the view down the harbor is one of remarkable beauty. One is so eager to get to the town, however, that the beauties of its approach are often unappreciated, but when the hurry and bustle is over, and a leisure ten minutes is available, the scene from the ferry, crossing to the Jersey City depot of the Pennsylvania, is one not easily forgotten.

Looking back at the old prints, and bearing in mind the wearisome undertaking of a journey by stage coach or other cumbersome conveyances, the wonder is not so much that the luxury in traveling on the Pennsylvania road is enjoyed to-day, as that the time which separates it from the stage coach era is so short. It can hardly be called traveling; one is so constantly surrounded by every luxury that can be devised, that he does not miss the comforts of home. In the library car are the latest novels, books and papers; facilities for correspondence are likewise provided, and instead of the time being wasted, the busy man can occupy every moment to advantage. Philadelphia is

reached almost before one is thoroughly settled, and the first short digression of a Western trip commenced.

The new publisher of the *Ledger* is G. W. C. Drexel, a young man of about 26 years of age. He seems a thorough business man, wears eye-glasses, and a short mustache. He appears to enjoy good health, and is something of an athlete. He will be the actual head of the *Ledger* as soon as he has mastered the details of the business. Already his name appears as editor and publisher in place of Mr. Childs'.

At the office of the Times I found Mr. Taylor busily engaged with some new advertisements of the Bergner & Engel Brewing Company. Mr. Taylor, by the way, has had entire charge of this advertising, which has been a feature of Philadelphia ever since it commenced. He has used almost every known medium. As the train comes into Philadelphia, the first sign that demands attention is a large fifty-foot board, singing the praises of Tannhauser beer. In the street-car there is another invitation to drink Tannhauser. The newspapers contain some of the very best typographical composition on this same subject, and at night, when you go to the theatre, a still later request to drink Tannhauser greets the eye. Mr. Taylor has certainly distinguished himself in this

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work, as can easily be judged by the samples which we reproduce herewith, and which are taken from the street-cars. We especially commend the tasteful arrangement of the composition as well as the merit of the lines. The marvel of it all is how, with his other duties, Mr. Taylor finds time to

T.a.n.n.h.a.e.u.s.e.r

The Surper and Emplo Serving Company Personalists is pronounced to at-the finest light beer brewed; ander in other-attributed at

give attention to this matter; but as he is also interested in the company, doubtless that accounts for his indefatigable work in this connection.

The Times seemed to be in great demand. It is certainly one of the best looking papers in the country. Mr. Frank McLaughlin enjoys the reputation of being the best judge of paper, ink and



How do YOU pronounce

Tannhaeuser

The Finest Brownd Highest Awards at Home and Abros

type in the business, and certainly results seem to justify the claim his friends make. Mr. Mc-Laughlin is a retiring sort of person, and cannot be induced to talk of himself or the great work he has done on the *Times*. He wears a slight goatee on the lower lip, which gives quite a belligerent appearance to a face that is otherwise peaceful.



With Colonel McClure he shares the fame and the dollars that come to the *Times*

Mr. Harrington Fitzgerald and his wonderful Item continue to puzzle the stranger, who is bothered to find out how he manages to print and distribute his enormous editions. Few persons, however, fully appreciate the wonderful press capacity of the Item or its marvelous delivery system, which alone is enough credit for any man. Mr. Singerly,



A funny story tersely told...

A noble deed well dono...

A good book thoroughly raid...

A tentand of anarkitor TANNHAFII

At the Club and Cafe, in the Hotel and Home the question, "What shall I serve)" is answered...Tannkesuser of the Record, and Mr. Elverson, Jr., of the Inquirer, were both seen for a moment, and were evidently well pleased with the world's treatment of them. After a short stay, which ended with a visit to the Ladies' Home Journal, I started for Baltimore. I thought when I left Philadelphia I had left the Ladies' Home Journal behind. found it everywhere. In Pittsburgh I found a store which sells eighteen hundred copies, and never has enough. It is a singular thing that so astute a publishing house should be so remiss in this vital particular. The first week of February had hardly passed, and R. S. Davis & Co. were entirely sold out. The News Company didn't have any, and said they had an order in, already several days old, but couldn't say when they would get them. The same complaint was made elsewhere.



THE ROOKERY, CHICAGO.

A similar story was told me about the Cosmopolitan and Munsey's—particularly the Cosmopolitan. I should readily imagine that at least fifteen per cent. of their circulation was deliberately thrown away by the failure to keep the stock well up. These three publications seem at present to enlist about all the enthusiasm the newsdealer has on hand, and he never has any too much. But he



A FROSTY MORNING IN ST. PAUL.

likes periodicals that sell big, and these three do. Mr. Robert Beale, in Washington (they call it Bell down there) has the best store in town. He enjoys the patronage of the Clevelands, and is altogether a noted character in Washington. Besides selling books on the Tariff for the jays to cram with, he does a nice business in current He was anxious to learn if I knew literature. whether Harper's and Century contemplated a reduction in price to twenty-five cents. "No," I said, "I haven't heard anything about it; but between you and me I should imagine they would like to do it, but then its always hard for the leaders to admit, even indirectly, that they are not above competition."

"Well," he answered, "I suppose so; but it would be a mighty popular move, nevertheless. Take it in my case, for instance: A man comes in, or a woman, to buy a magazine; they don't know which they want, and are not particular. To buy the Century they have to break half a dollar, wait till I go back to the counter for change, and all that. You would be astonished to see the number of people who throw down a quarter, pick up two magazines and walk out. This reduction in price doesn't reduce the amount of money spent; people seem to want more magazines, but at a cheaper price. I tell you this is an age of cheap literature. Now,

at a quarter, I wouldn't be able to keep the Century in stock. People like both the Century and Harper's, but they hate to give up that extra ten cents. I keep them now because I have a call for them, but they don't interest me at all. I like goods around me that sell themselves."

As I remarked before, everywhere I went I found the Ladies' Home Journal. We had the apparatus arranged to photograph a store in Baltimore that had a specially attractive display of Journals, and just as we were about to spring the shutter an immense colored lady stopped spellbound by the cover design of the February number. "Good gracious," I thought, "what will Bok say if I photograph the Journal this way?" seemed determined to have her picture taken, however. "Why don't they shoot?" she inquired. "In a moment, madam," I replied; "it's a trifle dark, just now; wait till the clouds roll by!" It was fun taking these photographs. All the graceful girls that abound in the Journal seemed possessed with the idea of aiding the work. I wished them a thousand leagues under the sea. "Are you the editor," one of them asked, as I stood talking with Mr. Baker at Brentano's in Chicago. "No," I said, "I am only the financial man. I put up the money to run the concern." And I put such fine sarcasm in my tone that for the time being I

made the editor appear very small potatoes indeed. I am sorry to say that I found the sale of the Journal not confined to women alone. The men read it. Of course they always buy it "for my wife, you know," but the intimate knowledge which they possess regarding its contents belies the statement. I see the Journal people have themselves become cognizant of the fact and deem it of sufficient importance to make it the subject of a special pamphlet.

The train for Washington was due to leave Bal-

timore at 1.55. I didn't get there till 1.56, and yet had five minutes to spare. Some men were mean enough to say the train was late. Nothing of the kind. Col. Barksdale simply didn't want me to get left. Why the Colonel would stop the whole system rather than see Hop Lee or myself miss our connections. It is but a short run to Washington. Here we have the Post, the Star, and the News The Post has recently moved into a new building. It has the morning field to itself. The Star covers the evening. The News is disputing with the latter, but doesn't seem to make much headway. It is rumored that Stilson Hutchins is after it and will make a straight Democratic paper out of it, should it

ever come into his control. It is a singular fact that there is no partisan paper in Washington. They work both sides. They probably don't want to run the risk of changing politics every four years, so they maintain a neutral position.

Pittsburgh, which used to be a little town squeezed down into the narrow triangle at the junction of the Allegheny and Monongahela, has grown into a city of unusually large area in proportion to its population. The city engineers were cutting streets through dense woodlands more than

twenty years ago, and farms, miles from the City Hall, were held at speculative prices. The city line is now more than six miles from the Ohio, eastward, and its length between the Allegheny and Monongahela is between four and five miles. It is not so dingy a city as formerly owing to the discovery of natural gas, which has done away with the soft coal habit, the curse of our large Western cities.

Here is the ideal location for another newspaper. It is a city of say 150,000 population, and

has already five English dailies and three German ones. A new comer might supply the proverbial long-felt want. All day long the town bustles with "Extry." If a man slips on the icv pavement-and the pavements are wretched in snowy weather, with their polished coal-hole covers and iron gratings -all the papers immediately issue Extras, and the newsboy splits the air with his terrible cries "Extry! Horrible Katostrophe! All about the Extry! Extry! Extry!" During the Mitchell - Corbett fight the papers on Fifth A venue had them scrapping up to the 15th round before their thirst for enterprise was satisfied. The leading papers are the Dispatch, the Times, the Chronicle Tele-



A BALTIMORE BOOK STORE.

graph, the Leader and the Commercial.

Mr. Grant of the Disputch, who formerly represented them in the East, was found at his office and was in good spirits regarding the future. The Disputch has a magnificent courier service, and gets its paper into four different States every morning. Mr. Seif, the genial manager of the Times, which is owned by Mr. Chris Magee, the well known political magnate, reports the present situation all that could be expected under the circumstances. Mr. John W. Black, who publishes a society



ST. ANTHONY FALLS, MINNEAPOLIS-PILLSBURY'S MILLS ON THE BANK.

weekly under the title of the Pittsburgh Bulletin, was out when I called. But his paper is a genuine success in Pittsburgh, and its advertising columns have a comfortable appearance. If there is any unusual dullness in Pittsburgh it surely is not at all discernible in the columns of the Bulletin, where everything looks invitingly prosperous.

The leading book store in town is owned by R. S. Davis, a young man who has built up a wonderful business. He reports the sales of the leading periodicals to be about the same as usual. He does not think the high priced magazines are affected by the cheap ones. The price doesn't seem to be the thing so much as the publication itself. People who want Harper's want nothing else-same way with the Century. Both of these old standbys apparently hold their own. Davis, however, does not hesitate to admit that they do not increase, while the others do. An entirely new class seemed to be reached by the Cosmopolitan and Munsey's. These two seemed to be the most talked of, probably because they are the newest successes. But the star of the monthlies in Pittsburgh is the Ladies' Home Journal. Mr. Davis never gets enough, and sells as high as 1800 copies the first week it is out. Publishers who are advertising in Pittsburgh should acquaint Mr. Davis with the fact, and he will insert under the ad. at his own expense "This magazine for sale at R. S. Davis & Co.'s." It ought to be a help to both. William Lewis Tanney, the sign man, seemed to be busy.

Business grew better as I went further West, and at night I boarded the Pittsburgh, Fort Wayne and Chicago for the Midway. In the morning we arrived in Chicago on time to the minute, notwithstanding the fact that we ran into the tail end of the blizzard and had "head" winds all the way. A real good head wind, be it understood, will interfere materially with the speed of a train crossing the flat lands of Ohio and Indiana, but the Pennsylvania gets there just the same.

Business in the West, according to best reports, has been decidedly off since last spring, but where Chicago doesn't find business she creates it. There is no abatement in her enterprise nor in her marvelous energy. She was in a seventh heaven of delight over her blizzard, which she triumphantly declared was a bigger blizzard than the New York one of '88. Unquestionably it blew harder, but



CITY AND HIGH BRIDGE, ST. PAUL.



PENNSYLVANIA STATION, CHICAGO.

the truth of history demands the exact statement of facts, and the Chicago blizzard to the New York one was as a Summer zephyr to a cyclone.

The wonderful fascination that Chicago possesses for its inhabitants is rarely felt by the casual visitor. That it exists, and is a real, honest sentiment, cannot be doubted. One begins to realize that after the second or third visit, he finds himself a victim of the enthusiasm which casts its spell on all its citizens. The air may be hot and the sun obscured by clouds of smoke; horses may be tied to hitching-posts around the City Hall, and the relics of village life be plenty, but there is a something about Chicago that exists nowhere else. It would be interesting to lift the veil that hides the future, and glance at the Chicago of 1994. Her present greatness is but a hint of her coming grandeur.

I have before pointed out the wonderful scale on which the retail business is conducted in Chicago, and it is my good fortune this time to present a few pictures of them. Of Seigel, Cooper & Co. a whole volume might be written. It is an enormous building. And all the wonders of the trade are duplicated in other firms like Schlesinger & Mayer, the Fair, Mandel Bros., Carson, Pirie, Scott & Co. and Marshall Field & Co. The latter is, perhaps, the most famous of the "Big Six." It enjoys an international reputation, and is one of the sights of the town.

Lyon & Healy will soon occupy the store formerly the retail building of the James H. Walker & Co. It is an enormous building, and how in the world a firm doing business solely in musical instruments can use it all is a mystery. But no one in Chicago is in business solely for their health, and they have it because they need it.

The men who attend to the advertising departments of these institutions, are:

Mr. Lou Leubrie, at Seigel, Cooper & Co.
Mr. Selfridge, "Marshall Field & Co.
Mr. G. S. Mandel, "Mandel Bros.
Mr. Lehman, "The Fair.

Mr. Jennings, at Schlesinger & Mayer.
Mr. B. H. Jefferson, "Lyon & Healy.
Mr. Wood, "Carson, Pirie, Scott & Co.

The Columbia and The Bee Hive are also important houses, and are well worth a visit.

Marshall Field & Co., of Chicago, is the style of the greatest mercantile establishment in the world. Its business now amounts to over forty million dollars every year, and it has branches in Manchester, Paris, Yokohama and other places in nearly every part of the globe. Thirty-eight years ago the head and front of it, Marshall Field, came to Chicago without a dollar. He was just twenty-one, the son of a Massachusetts farmer, and his only experience in life had been four years as a clerk behind the counter of a country store in Pittsfield. The greatest merchant in the world is a slender man of medium height. When he looks up his face is kindly and the clear gray eyes shoot keen, penetrating glances out from under the shaggy evebrows. The grav hair is sparse around the forehead, and the heavy mustache is perfectly white. His presence is impressive; he is dignified but not severe, alert but seemingly sad, strong but sympathetic, business-like but considerate of the feelings of others. These are said to be the secrets of his success: He never gives a note; he never buys stock on margins; he never borrows; he buys for cash and never gives more than sixty days credit.

The hotels in Chicago are numerous and comfortable. The very best, as it is the newest, is the Auditorium. It faces the lake, and is one of the best in existence. It is a new hotel, however, comparatively speaking, and ought to be well advertised.

The newspaper men were complaining more or less, yet, as a matter of fact, they were all doing a better business for the season than they had reason to expect. They were enjoying themselves to their heart's contents with Hasbrook's coupon scheme, which has literally taken the country by storm-Wherever I went the coupon business amounted to a perfect craze. Where it will end I do not know. So far it has mainly been confined to books sold in parts, such as World's Fair Views, etc. In Cincinnati, however, they are giving dress patterns for a coupon. The number of things that will follow the book craze bids fair to make the daily paper a department store, if followed out to its legitimate conclusion. Where this new departure will end is It is one of the most interesting a question. features that has developed in a generation.

There is no city in the United States that can boast of a better press than Chicago. The papers. mechanically considered, are well nigh perfection; and from a literary and editorial standpoint leave little to be desired. Perhaps the most talked of young man in the business just now is H. H. Kohlsaat of the Inter-Ocean. The most singular thing about the Inter-Ocean is the fact that Mr. Kohlsaat, the publisher, and Mr. Greig, the business manager, are practically new to the business-Mr. Kohlsaat's experience covering only a brief period of about three years, while Mr. Greig's dates only a year from last October. Mr. Kohlsaat may be thirty and may be fifty. You can't tell from his face. He is prematurely gray, has a perfectly smooth face and wears eve-glasses. He is of slender build, and altogether presents almost a bovish appearance.

Mr. Kohlsaat commenced his business career as cash boy with the firm of Carson, Pirie & Co., at that time occupying a small twenty-foot store on Lake street, west of Clark. Life at that time was pretty much of a struggle, though things grew brighter year by year, until in 1883 he bought out



MARSHALL FIELD.



MR. KOHLSAAT.

the branch of the Dake bakery at Nos. 196 and 198 Clark street, and developed the baking business until the establishment is now the largest of its kind in the world.

Mr. Kohlsaat is a man of philanthropic purpose, and there is probably no institution in Chicago that has not received at his hands. He takes a warm interest in public affairs, especially those relating to educational matters. He is a trustee of the Chicago University, was one of the first directors of the World's Fair, is a member of the Commercial Club, the Union League Club and the Fellowship Club, and a member of the Citizens' Association, and other organizations for civic improvement.

He was one of the men to help Governor McKinley out of the trouble which grew out of his connection with outside pursuits, and last month had the pleasure of returning the property which the governor and his wife had made over for the protection of his creditors.

The Chinese have a proverb which controverts our old saw about a rolling stone gathering no moss. It is in effect that a stone should keep on rolling until it turns right side up. The Chinese have no use for moss on stones, neither have we on stones or buckets, papers or anywhere else. The Inter-Ocean seems to interest Mr. Kohlsaat more than anything else, and in it he has probably found his life work. Success is easy when you are in a congenial business.

Mr. Greig is Chicago's Ten Thousand Dollar

Beauty. Unlike his chief, he is ruggedly built and seems able to stand the most exacting labor. Therein lies one of the secrets of his success. It is no small matter to be physically able to stand the great strain that falls to the lot of the average business manager. I have always thought that too much credit has been given to the editor on a successful paper, and not half enough to the business manager. I know something of the wear and tear which, are inseparably connected with the business manager's duties, and he has my sympathy. The most gifted writer in the country couldn't gain an audience that would pay expenses if the business end went wrong.

Mr. Greig was formerly connected with Lord & Thomas, and from there went to the Inter-Ocean. Such experience as he has of the publishing business was all learned right at the desk where he now is. I do not recall any other man who has made such rapid strides as he in the profession. Certainly none in New York. He commands a princely salary—wears the same size hat as ever, and seems abundantly able to stand prosperity.

Everywhere you go in Chicago vou find the Inter-Ocean. It is solid with the business men. It is the kind of paper that makes the women ask: "Did you bring the Inter-Ocean home with you?" The women like it. The illustrations in it are unusually well drawn, the quality of paper is good, and the type new and readable. It is a great family paper. Wm. Penn Nixon, the editor-in-chief, has been for many years one of the most popular writers in Chicago. His thorough appreciation of the situation is easily discernible throughout the whole paper. I might remark here parenthetically, that a good manager usually keeps track of the stands where the sales are growing. Mr. Greig will pardon me for thus publicly calling his attention to the fact that the stand at the Great Northern Hotel is only half supplied. As early as nine o'clock all the Inter-Oceans are gone. I stood while three men went away disappointed. How many more there were within the next hour I cannot say. This same stand considers the Times and the Post the leading paper respectively. 1 always like to ask for "the best paper in town," just to see what I get.

At the offices of the Blade and Ledger on Fifth Avenue, I found Mr. W. D. Boyce comfortably seated in the private office, Mr. Hunter, who generally visits the advertiser, being temporarily absent, having gone to Hot Springs for a short vaca-



"IT IS A GREAT FAMILY PAPER."

tion. The prosperity of Mr. Boyce is certainly marvelous. It is only a few years ago since he came to Chicago from North Dakota. He started out with a "patent inside" scheme. He had nothing to begin with, but managed to dispose of his business for \$75,000. That gave him his start, and he began anew on the Saturday Blade which was then losing about \$1000 a week. Under his management the paper rapidly improved till now it is considered one of the best properties in the West. He had since added the Ledger and the World to his original publications, and the combination is a strong one.

Mr. Boyce has recently purchased from the estate of the late Dr. Henry M. Hobart the elegant residence at the northwest corner of Wrightwood Avenue and Hampden Court for \$76,000. The ground fronts 115 feet on the avenue and 130 feet on the court. The house is a beautiful one of raindrop brown stone, and was completed about fifteen months ago. It is three stories high, 45 by 70 feet, and contains about seventeen rooms. The interior finish is of mahogany, bird's-eve maple and quarter-sawed oak, and the ceilings of the halls and dining-room are paneled. The third floor contains a billiard and ball room 40 by 45 feet. The house is called the finest on the north side with the exception of the Lake Shore drive residences. Dr. Hobart was one of the most successful medical practitioners in Chicago and built



RESIDENCE OF W. D. BOYCE.



MASONIC TEMPLE, CHICAGO.

the house for his own use, but he died in November, leaving an estate of \$250,000. Mr. Boyce is also the owner of the office building on Dearborn street which bears his name.

There are three large German dailies in Chicago. The Stuats-Zeitung, the Freie Presse and Abend Post. I missed the business manager of the Stuat. Zeitung though I called twice to see him. The editor of the Freie Presse is the distinguished author, Mr. Richard Michaelis, who has written a book in reply to Bellamy's Looking Backward. It has had an enormous sale and has elicited favorable comments from the press throughout the country. Like all educated Germans, Mr. Michaelis is a profound student of social problems, and in his work, "A Look Further Forward," has contributed what is considered by the critics the most thorough refutation of the absurd fallacies set forth by the advocates of Nationalism, that has yet appeared. Mr. Michaelis is one of the most prominent Germans, not only in Chicago, but in the West, and the Freie Presse with its twenty and twenty-four pages on Sunday is truly a wonderful paper.

Mr. Glogauer, of the Abend Post, reports business, so far as they are concerned, in a satisfactory condition. The Staats-Zeitung is owned by Mr. Hes-





ling, who has lately been appointed Postmaster of Chicago, and the paper enjoys a great reputation. The German publishers, like their English contemporaries, are at present much taken up with the coupon scheme of books in parts.

On February 14th a meeting of the Associated Press editors was held in the Auditorium Recital Hall, at Chicago. This simple statement will probably convey to the uninitiated but little idea of the importance and significance of the occasion. It is the first time in the history of our country that there has been held a national assembly of repre-

sentatives from nearly every leading newspaper in the United States, and Chicago is decidedly to be envied the privilege she has had in entertaining so brilliant and distinguished a company. Says the Inter-Ocean: "It was a brainy-looking crowd, evidently a gathering of big men. There were editors hailing from every point of the compass, and each bringing with him the unmistakable characteristics of his own particular locality.

That there were many interesting personalities among them goes without saying, and we would like much to tell some of the pleasant things we know



MR. MONTGOMERY,
OF THE CHICAGO TRIBUNE.

and have heard about certain of these gifted and successful men. We would like to talk about big, good-looking St. Clair McKelway, of the Brooklyn Eagle; of General Felix Agnus, of the Baltimore American; and of the ever popular Clayton McMichael, of the Philadelphia North American; of cold and courteous J. S. Seymour, of the New York Evening Post, and of dozens of others just as good, but want of space forbids, and we must content ourselves with the list given elsewhere of those present.

President Wm. Penn Nixon opened the meeting with a short congratulatory address, and was followed by Mr. Victor F. Lawson, who submitted a report covering the negotiations of the association with the United Press. That their struggle with this refractory organization is now at an end is amply proven by the almost complete representation in Chicago of important newspapers of the country.

In the course of the meeting the Guarantee Fund was augmented by subscription to \$515,000, an increase of \$195,000 over the amount previously subscribed.

The board of directors, as it now stands, consists of the following members:

Victor F. Lawson, Chicago Record and Daily News; S. S. Carvalho, New York World; M. H. De Young, San Francisco Chronicle; Clayton M. McMichael, Philadelphia North American; Colonel Frederick Driscoll, St. Paul Pioneer Press; F. B. Noyes, Washington Star; Charles W. Knapp, St. Louis Republic; E. H. Perdue, Cleveland Leader; A. J. Barr, Pittsburgh Post; James E. Scripps, Detroit Tribune and News; E. H. Butler, Buffalo News.

Naturally the most enjoyable feature of this notable occasion was the banquet held in the evening at the Grand Pacific Hotel. The following is a list of the members present:

General Felix Agnus, Baltimore American. A. Beckhofer, Baltimore Herald. Charles H. Grasty, Baltimore News, F. A. Richardson, Baltimore Sun. W. O. Davis, Bloomington Pantagraph, St. Clair McKelway, Brooklyn Eagle. M. V. Hester, Prooklyn Eagle. H. G. Gunnison, Brooklyn Eagle. W. E. Foster, Buffalo Commercial. William C. Warren, Buffalo Commercial. J. A. Butler, Buffalo Evening News, George E. Matthews, Buffalo Express. Charles E. Austin, Buffalo Express. John R. Wilson, Chicago Journal. Slason Thompson, Chicago Journal. W. A. Hutchinson, Chicago Journal. Victor F. Lawson, Chicago News. R. Michaelis, Chicago Freie Presse. II. II. Kohlsaat, The Inter Ocean. O. W. Nixon, The Inter Ocean. Wm. Penn Nixon, The Inter Ocean. Washington Hesing, Chicago Staats Zeitung. Melville E. Stone, the Associated Press. Charles S. Diehl, the Associated Press. A. C. Thomas, the Associated Press. John Boughan, the Associated Press, Nat C. Wright, the Associated Press. John P. Wilson, Associated Press Counsel. Marshall Halsted, Cincinnati Commercial-Gazette, L. Markbreit, Cincinnati Volksblatt, Charles P. Taft, Times-Star, Cincinnati. Eugene Perdue, Cleveland Leader. R. R. Holden, Cleveland Plain Dealer. W. D. Brickell, Columbus Evening Disputch. W. D. Chandler, Concord Monitor. D. D. Bickam, Davton Journal. K. G. Cooper, Denver Republican. G. M. Patterson, Rocky Mountain News, Denver. A. G. Boynton, Detroit Free Press. James E. Scripps, Detroit Tribune. F. W. Baker, Detroit Journal. A. C. Weis, Duluth Herald, E. T. McNeely, Evansville Journal. R. G. Lowe, Galveston News, I. M. Weston, Grand Rapids Democrat. W. J. Richards, Indianapolis News. Harry S. New, Indianapolis Journal. Benjamin A. Eaton, Indianapolis Sentinel. W. A. Bunker, Kansas City Journal. Addison Weeks, Kansas City Times. Richard W. Knott, Louisville Evening Post. Henry Watterson, Louisville Courier-Journal. Charles Pierce, Louisville Courier-Journal.

M. W. Connolly, Associated Press, Memphis.

W. A. Collier, Appeal-Avalanche, Memphis. A. J. Aikens, Milwaukee, Wisconsin. Horace Rublee, Milwaukee Sentinel. E. W. Coleman, Milwaukee Herald. H. H. Coleman, Milwaukee. H. A. Coleman, Milwaukee Herald. W. J. Murphy, Minneapolis Tribune. L. Swift, Minneapolis Journal. W. E. Haskell, Minneapolis Journal. Joseph Van Head, Nashville American. G. H. Baskette, Nashville Banner. R. A. Corrigan; New York Press. Robert Simpson, Pittsburg Commercial Gazette. O. S. Hershman, Chronicle-Telegraph, Pittsburg. H. P. Ford, Chronicle-Telegraph, Pittsburg, Fred J. Grant, Pittsburg Dispatch. H. W. Scott, Portland Oregonian. Louis Wiley, Rochester Post Dispatch. Frank Grice, San Antonio Texas Express. I. F. Mack, Sandusky Register. A. F. Langtry, Springfield (Mass.) Union. F. D. White, St. Louis Post-Dispatch. D. M. Houser, Globe-Democrat, St. Louis. Charles W. Knapp, St. Louis Republic. John Schroers, Anzeiger des Westens, St. Louis, William K. Kentnor, St. Louis Westliche Post. J. A. Wheelock, St. Paul Pioneer Press. Frederick Driscoll, St. Paul Pioneer Press. George Thompson, St. Paul Dispatch. W. F. Clendenin, Springfield (Ill.) Register. Arthur Jenkins, Syracuse Herald. George M. Allen, Terre Haute Express. William C. Fall, Terre Haute Gazette. H. C. Vortriede, Toledo Commercial. Frank P. McLennan, Topeka State Journal. F. B. Noyes, Washington Star. Charles H. Taney, Wheeling Register. John Frew, Wheeling Intelligencer. A. T. Barr, Pittsburg Post. A. L. Clark, San Francisco Chronicle. V. S. McClatchy, Sacramento Bee. W. J. Abbott, Chicago Times. P. C. Boyle, Oil City (Pa.) Derrick. Major Moses P. Handy. H. P. Myrick, Milwaukee Sentinel. W. Druke, St. Louis American. W. C. McBride, Cincinnati Enquirer. A. G. Bickham, Dayton Journal, Bradford Morrill, New York Press. J. S. Seymour, New York Evening Post. Horace White, New York Evening Post. Charles E. Hasbrook, New York Commercial Advertiser. S. S. Carvalho, New York World. E. Rosewater, Omaha Bee. R. J. Cooke, Philadelphia Press. Clayton McMichael, Philadelphia North American. W. A. Conner, Associated Press, Philadelphia. James Elverson, Jr., Philadelphia Inquirer.

The presiding officer of the entertainment was Mr. William Penn Nixon, while Mr. Melville E. Stone, General Manager of the association, performed the duties of Master of Ceremonies and

William F. McCully, Philadelphia Evening Bulletin.

Toastmaster. After the passing of the loving cup, the health of James Elverson, Jr., was proposed and properly disposed of. "Jimmie" Elverson, of the Philadelphia Inquirer, is a popular man among his associates, and it was a matter of much regret and sympathetic comment, that after his journey from Philadelphia he should be detained from the meeting by illness. A graceful feature of the entertainment was the resolution to send a cablegram of greeting to Joseph Pulitzer, lying ill at Nice. The various toasts were responded to in the most happy way. We regret that we haven't space for all of the good speeches. As it is, we must content ourselves with a very few.

Mr. Lawson was received with tremendous applause, and spoke as follows:

It occurs to me, gentlemen, that a good many of you will be under obligations to me if I ask you to listen to a very few words. It has been my privilege, at least I concede it to be my duty, to deliver myself to you of sundry sentiments, all in the direction of business, and pointing to moral duty and business wisdom to you, at one time and another within the last few months, and I rather imagine that you would prefer to hear somebody whose voice is new to you. Only one thought, perhaps, may I indulge in, and that is of this sort, that while we are all enjoying the anticipation of the settlement of conditions that have been so trying to us for so long a time, we do well to look forward to what lies before us, and seek to shape our policy as wisely as we may, with reference to conditions that are not altogether clearly indicated to us, but which present certain difficulties and certain dangers. do not propose to talk business to you, but simply to leave this one thought in your minds if I may, that we shall make what now seems to us a sure success and a permanent success just in the measure that we are able to rise above what may seem to be present and direct considerations of value to us, and broaden our views and attain results that we can share in common with each other. In other words, I think that the truest measure, the majority of success, is within our reach in the proportion that we are able to look forward and shape our policy along lines broad and generous, and that include the common good.

Mr. White spoke as follows:

Gentlemen, it is pretty hard for me to realize that I am the veteran of this association, but it is true. I was the first agent of the New York Associated Press west of the city of Buffalo. I was appointed agent of the Associated Press in the year 1865 by D. H. Craig, who was then its general agent.

Now, gentlemen, I am going to tell you something about the day of small things. At that time there were four newspapers in Chicago which took the news of the New York Associated Press, which was the only news organization in the country.

Those papers were the Chicago Tribune, the Chicago Press-which is not now in existence-the Chicago Democrat, John Wentworth's paper-which is not now in existence—and the Chicago Journal. The highest price paid by any newspaper at that time was \$30 a week. That was paid by the morning papers, and it is a fact that it was obliged twice to cut off the news from the Chicago Tribune because it could not pay the assessment. [Applause and laughter.] But somehow or other the Chicago Tribune has managed to live, and is the one morning paper that was then in existence. I ought to tell you beforehand that before I became the agent of the Associated Press I was city editor of the Chicago Evening Journal [applause], and I received my appointment as agent of the Associated Press through the influence of Charles L. Wilson, of the Chicago Evening Journal, from which I was receiving at the time \$5 a week as salary. [Applause and laughter.] I believe that Mr. Wilson recommended me for that place because he could not afford to pay the salary. [Laughter.] I believed so then and I believe so now. [Laughter and applause.]

In due course of time I became disconnected from the Chicago press and went to New York, where I became connected with a newspaper which was not a member of the New York Associated Press or a client thereof. A few weeks ago Mr. Stone and Mr. Lawson came to New York, visited me at my office, and made a proposition that we should join the Associated Press. I told them, as Mr. Stone has observed, that I did not need any argument at all. I understood the situation perfectly, and I told them that I was going to join that association. I said, furthermore, that there had been no time in the preceding ten years when if an opportunity had been given me to join the Western Associated Press, solus alone, in New York City, I would have done it. [Cries of hear, hear, and applause.] I knew the material of which it was composed; I knew the stamina that permeated it, and I was ready to join it at once. I said that I was under certain obligations to two of our neighbors, the Brooklyn Eagle and the New York Stuats-Zeitung, which made it incumbent upon me to join them first, utterly regardless of any other Eastern paper, and in the course of two or three days after that conversation we became members of the Associated Press, and we have never regretted it, and we never shall. [Applause.] I thank you for your attention.

Mr. Watterson spoke as follows:

I did not come over here to make a speech. I came over here to talk sense. As a matter of fact I came over here to take a drink with two redoubtable old enemies of mine: one of them is that great fighter, Victor Lawson, and the other is that kid, Fred Driscoll. The fact is that I would a great deal rather take a drink than utter a word. I feel a good deal like that gentleman at the funeral of his wife who refused to ride in the carriage with his mother-in-law. They told him that it was absolutely necessary, that it would not be



MR. VICTOR LAWSON.

decent if he did not, and finally he said, "Well, I will, but it will destroy all the pleasure of the occa-[Laughter.] Now I don't know that there is a great deal to be said. I am not only nothing except a journalist, but I am nothing outside of journalism, and, like my dear old friend Horace White, I am pretty nearly the oldest of the veterans here to-night, and I have seen a great many of this kind of fights. Sometimes I have been in them and sometimes I have not been in them. It seems that in this particular case I was not in them. But seriously, I suppose that all things in this world are regulated by the law of profit and loss, and I take it for granted that Mr. Walsh would not have come into the Associated Press, and that the Chicago Tribune and my dear old friend Patterson would not have come back into the Associated Press unless they had found it to their interest to do so, or, in other words, unless the racket was too great for them to withstand outside. There they were mind leaders. I sincerely believe that an association governed by a few minds, a close corporation, handling news as one would handle money, against an association which was merely a town meeting subject to mob law, that when the issue came to the issue, I honestly believed that my interest lay with the close corporation, and I went.

I am frank to say to you to-night that I think I made a mistake. [Applause.] That mistake was so absolute that three nights ago, when I heard for the first time that Mr. Walsh had come into the Associated Press, the Tribune had returned to it, I hadn't the slightest doubt of what the Courier-Journal should do, and I came here this morning with the fixed determination to do what I have

done this day.

I do not think—if you will allow me to talk a little as a pedagogue and as a senior—I think that we introduce a little too much sentiment in our

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"EVERYWHERE I WENT I SAW THE LADIES HOME JOURNAL."-CHICAGO.

business. I have never introduced any sentiment or emotion in mine. I always exhaust my emotions upon the ladies, never upon the banks [laughter and applause], and, therefore, I saw a situation to-day which was conclusive and absolute.

As to the personality of the gentlemen engaged in the rival competition for possession of the field, Mr. Walsh and Mr. Laffin and the New York papers on the one hand, and Mr. Victor F. Lawson and Mr. Fred Driscoll and Mr. Melville E. Stone on the other hand, I never had the slightest thought one way or the other. I give all those gentlemen their credit for their peculiar merits, and they all have their great merits. I know them all. They're all great men in the line of business which we all pursue, and I have yielded finally to a condition, and not to a theory. [Laughter and applause.]

I assure you, my dear friends, the theory was always me, the condition is always my enemies. [Continued laughter.] But they're not my hated enemies. I am like that Frenchman who never knew how to love a man until he had fought him, and I never knew how to love Fred Driscoll and Victor Lawson until I had fought them, and they

will admit that I fought them a square fight, an honest fight, right out from the shoulder.

Now, as to the past. You have whipped me. [Laughter.] And you have whipped me good. [Laughter.] If I have been wrong you have had your revenge. If you have been wrong, God knows I forgive you. [Laughter and applause.] As to the future, here we are. [Continued laughter and applause.]

Chairman Nixon said, when the applause allowed him to proceed: "I want to ask you all to join and drink to the health of our dear friend, the apostle of the star-eyed goddess, Mr. Watterson——"

No description of Chicago would be complete without a reference to genial "Bob" Gunning, as his friends call him, whose signs strive to give the impression that he owns the whole town. Mr. Gunning, like the no less celebrated Mr. Riley, also keeps a hotel. Besides which he also dabbles in dirt, by which they mean that he occasionally deals in real estate. Mr. Gunning has quite a

corps of experienced assistants, notably Mr. S. W. Hoke, who occasionally contributes a spasm to these columns, and Mr. Crawford, who has charge of the office.

Another paper which enjoys already a continental reputation is the Ram's Horn, which is published by F. L. Chapman & Co. It is a non-sectarian religious paper, and it isn't altogether religious either. They have a very good description of exactly what it is on one of their circulars, but I cannot recall the words All I know is it makes good reading for sinners and better for saints, and best of all for the devil himself. It is the most widely quoted of all the papers I know of. Its cartoons are indifferently drawn, but the point they cover is always good, and there is usually an excuse for printing them.

The building occupied by the great Kellogg Newspaper Co. in Chicago, which is their home office, is one of the sights of the city. Like the bone in Katisha's elbow, people come miles to see it. Mr. Meyer, the manager of the advertising department, received me courteously, and kindly inquired if I was looking for any business this trip. "Oh! no," I said, relying on my winsome manner to capture Mr. Hallock on my return. But as I didn't capture Hallock the moral of this tale is never to refuse

an ad. under any circumstances. There are two similar companies in Chicago, the Chicago Newspaper Union and the Western Newspaper Company. Mr. Welsh, the president of the former, is one of the, what I call, the Sam Carter men. Sam Carter, it seems at one time or other, offered to sell his business for next to nothing. The consumption of pills among the men to whom he tried to sell the concern ought in itself to have been quite a business. At any rate Mr. Welsh didn't buy, and thinks he lost the opportunity of his life. He is, I fear, very ungrateful, for his present position is one that he ought not to grumble at.

Our amiable friend Mr. Barry, of the Chicago Newspaper Union, was inclined to find fault with the times, and didn't hesitate to admit that he had no affection to spare for the Democratic party.



MR. ROBT. GUNNING.

We used to be good Democrats ourselves, but we can't stand everything, so we took Mr. Barry's chastisement with a contrite spirit. We hope, however, that both Mr. Barry and ourselves will be agreeably disappointed before the term is over.

OH, FIE!

THEY say the late Cartoonist Keppler considered "The Tattooed Man" his masterpiece.—Boston Herald.

As Gillam and not Keppler drew "The Tattooed Man," this error is almost as bad as calling Mr. Whiting Mr. Whitney.

Subscribe for Art in Advertising, \$1.00 per year. No deadheads.

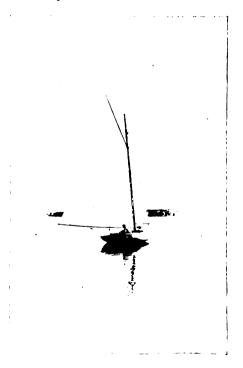




MINNEAPOLIS-BIRD'S-EYE VIEW OF BUSINESS DISTRICT.

St. Paul and Minneapolis were the next towns I visited, and in the former had a pleasant interview with Mr. Jackson, of the Pioneer Press, who has charge of the advertising department. Here as elsewhere, the Ladies' Home Journal and the coupon scheme seemed to be about the most important factors in the publishing world, judging from the ocular evidence. At the handsome store of the D. D. Merrill Co., the head of the firm, who has recently acquired this business, stated that the depression had affected the Northwest with unusual severity but that the worst had evidently passed, as business showed decided improvement. It was a pleasant surprise to find so far west a book store so handsomely stocked and so perfectly arranged as the Merrills. They have some fine residences in St. Paul and some beautiful places to go to in summer. But the winter lasts fifteen months out of the twelve, and to me would become a trifle monotonous. Mr. Driscoll was enjoying the fruits of his labors on behalf of the Associated Press, and was much gratified in consequence.

At Minneapolis I enjoyed a pleasant interview with Mr. Gerald Pierce, whose father is now proprietor of the Minneapolis Tribune, of which Mr. W. J. Murphy is the business manager. The standing of the Tribune among the papers of the Northwest has always been high. It is one of the best conducted journals and has a splendid typographical appearance. It prints a goodly quantity of local advertisements and seems to have a wonderful following all around the country contiguous to Minneapolis. In fact, the circulation of papers like the Tribune is astonishing to the man accustomed to the more populous country in the East. It is not unusual to find the Tribune with a long list of subscribers in cities as far distant as Winnipeg, while Bismarck is almost considered a near neighbor. The fact that most if not quite all the products of the surrounding country find their natural market in Minneapolis or St. Paul makes it quite a simple matter to understand the close, almost local interest which exists between them. The *Tribune* takes the place of a great country weekly and does it admirably. Mr. Pierce is a young man, broad shouldered and smooth-faced. Mr. Murphy, who has the business management of the paper, is a great seeker after contracts, and is considered one of the ablest young men in the profession.



THEY HAVE SOME GOOD TIMES IN SUMMER NEAR ST. PAUL

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STATE STREET, CHICAGO.

CLEVELAND, Ohio, has long enjoyed a career of ournalistic successes that have been in keeping with the city in its industrial development. This is the home of the Standard Oil people, and here is the city that first offered employment to John D. Rockefellow. In the front rank to-day stands the Cleveland World, Standard Oil money and enterprise behind it.

The growth of the Cleveland World can best be judged by a comparison of its gain within the last few years. The circulation has risen from 6,083



D. D. MERRILL & CO., ST. PAUL.

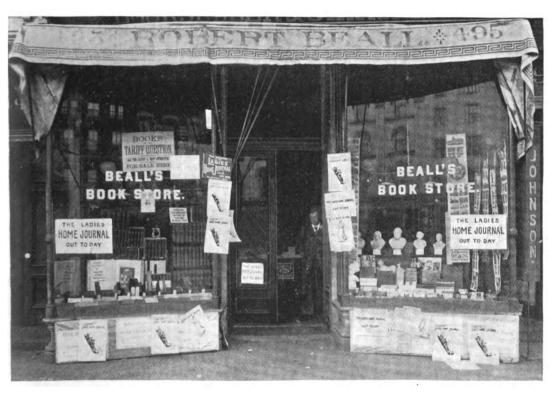
in 1890 to 44,403 in '93! Nothing like this has ever before been recorded by any paper in Cleveland. The exact figures for this period are as follows:

FOUR YEARS' GROWTH:

1890—Daily 6,083	1890—Sunday 3,670
1891—Daily 25,866	1891—Sunday15,628
1892—Daily 38,312	1892—Sunday25,367
1893—Daily 44,403	1893—Sunday32,263

Among its advertisers are found the very best names in the country. It is represented in New York by Mr. Beckwith, which in itself is a strong endorsement of its standing. In a recent letter from Mr. Brower, of the World, Mr. Beckwith is urged to write in the contract the actual average circulation of 1893 as a basis on which all orders are taken. This has the proper ring about it.

In Cincinnati Mr. Beckwith represents another lively youngster in the *Tribune*. The Cincinnati *Tribune* is scarcely two years old, but has already made a record that sets the pace for all two-year-olds. It might be called conservative, did not that word convey to many persons the idea of being old fashioned. It is conservative merely in the sense of eminent propriety. It caters for the family. It avoids undue prominence of sensational features, and makes a special effort to present the news of the day in an intelligent manner. Its reportorial



work is second to none. It wants the respectable well-to-do element of Cincinnati's society and business men, and gets it. Newspaper men are well aware that such a constituency is hard to get, but after having once been secured, nothing will swerve them from their allegiance.

The *Tribune* has achieved what few papers have so far accomplished. Before it was six months old it carried the business of Potter Drug and Chemical Corporation, Royal, and others. These men are rarely found in a publication less than two years old. At present it carries the following well known advertisers:

C. I. Hood & Co., Potter Drug & Chemical Co., Royal Baking Powder, Cleveland Baking Powder, Price, Scott & Bowne, Pond's Extract, Pozzoni, Beecham, Liebeg & Co., Enoch Morgan's Sons Co., and many others. This is another of Mr. Beckwith's papers, and one that reflects credit on the city from which it is issued.

To my great regret I missed seeing that energetic publisher, J. G. Fisher, of *The Housekeeper*. What a pity it was, and how sorry Fisher will be when he finds it out. J. L. Stack, of St. Paul, was

engaged in a herculean effort to answer the question, "Who in h—ll is J. L. Stack?" which had been raised at a meeting of the State Editorial Convention, and was making fairly good headway when I left.

Mr. Francis A. Wilson, now of Mellin's Food, was found comfortably ensconced in his new quarters, 41 Central Wharf. His den is not yet completely fitted up, but promises to be a dream when finished. Mr. Wilson has always been known to hold enterprising notions regarding advertising, and we ought to see the result in some of his Mellin's Food work.



THE KANSAS CITY STAR.

WILLIAM R. NELSON, who for ten years has been sole owner and is editor-in-chief and personally directs the conducting of The Kansas City Star, was one of its founders. With him was associated, for two years, Samuel E. Morss, recently editor of the Indianapolis Sentinel. Before going to Kansas City they had been partners in publishing the Sentinel, a Democratic daily paper at Fort Wayne, Ind. They found little reward for hard work in small town journalism, but their experience convinced them that the opportunities of success in larger fields were not all pre-empted. The action of the National Democratic Convention of 1880 in turning down Mr. Tilden, dampened their ardor as party organists, too, and decided the halfdefined project of selling the Sentinel, and finding a new field in which to establish a cheap independent newspaper which should have room to grow. Various cities were considered—Brooklyn and St. Louis among them-and Kansas City, which was beginning to attract national attention, was chosen. Five other daily newspapers-two morning and three evening—were in existence in Kansas City at the time, but none of them exemplified the policy and purposes of the founders of the Star. So the paper started one afternoon, September 18, 1880, a small but sprightly sheet, with not much capital except energy. In a year and a half it had driven two of the other evening papers out of the field and absorbed the third, gaining thereby an Associated Press contract.

About this time the Star began a long, hard fight against the monopoly which controlled the streetcar system of Kansas City, and incidentally, the local politics of the town, the practical result of which was the building of the first of the dozen railway lines which have been a factor of inestimable value in the development of the city. This fight, which seemed almost hopeless, and which finally aroused public sentiment to an extraordinary extent and overturned the city government, took the Star very close to the hearts of the people of Kansas City and gave it a standing and prestige which it has never lost. The keynote of its policy is regard for the interests of the people who buy the paper. Those interests the Star represents without regard for politics or parties. It supports candidates from either ticket or repudiates the nominees of both, and it has never supported

a candidate for a city official who was defeated. It has broken up political rings; it has secured a house-to-house garbage system; it has brought about election reforms; it has reduced waste in public expenditures; it has fostered the growth of sentiment favorable to creating public parks and building handsome boulevards; it has demanded fair treatment for the public at the hands of the municipal franchise-holders. All this and much more it has done with courage, dignity and energy. Besides, it has furnished a complete newspaper, liberal in its expenditures, handsome in appearance and possessing peculiar merits that add to its value in the estimation of its readers.

The Star has grown in circulation, revenue and strength each year, not excepting the season of general depression that followed the "boom" era. In 1882 a double cylinder press printed it. In 1883 a four-cylinder machine was required. In 1885 a double, "web" perfecting press was put in, and in 1889 the paper was enlarged to an eight-page sheet and installed in a new and complete office with three perfecting presses to meet the demands of its circulation. In 1892, another press of the same pattern was added, and now the Star, with a daily circulation exceeding 55,000 copies and a weekly circulation of over 100,000, is printed on four fast printing machines. In point of merit, influence and income the Star ranks among the great newspapers of America. No other American city with like population has a newspaper with a circulation as large.

The associate editor, J. B. Runnion, was formerly a valued member of the staffs of the Chicago Tribune and of the Chicago Times. The business manager, A. F. Seested, and the managing editor, T. W. Johnston, Jr., are young men, each having barely turned thirty, but both have held their responsible positions for several years. editor is Ralph Stout; the telegraph editor, W.M. Philips; the commercial editor, H. L. Nicolet, and the news editor, Nain Grute. The editorial writers, Alexander Butts, Noble L. Prentis and William A. White, have reputations of value throughout The writing force, exclusive of the Star's field. correspondents and special contributors, numbers about thirty people. The Washington correspondent is A. L. Miller, and the entire territory entered by the Star is guarded by special correspondents.



This is the Sign King.



"HOTE" c. s. HOUGHTALING, "HOTE"

America's own and only Highway Literaturist Expert Artist on Sign Advertising display.

Cities, Towns, States, Continents Signed up by Contract.

Noted for Reliable Service.

" HOTES" Brush Advertising National Adv'g Service.

C. S. HOUGHTALING,

74 & 76 Madison Street, Contractor. 3 Park Place, 34 Murray Street, Chicago.

In the Spring Time

"HOTES," a Rustler,
Son of the West,
Not an Eastern
Son of rest.
"HOTES," boss of all,
With his corps de paint
Of 200 Expert Artists,
Gets there great!

"HOTES" Sign displays

Are world wide And World Beaters. Signs that catch your eye Quick, easy readers. "HOTES," a Veteran Born of Experience, Knows how to "Get Your Name Up." When wanting to Boom up By Advertising at Chicago Or at any City or Town Throughout the Western, Northwestern or Pacific Coast States. Send for me. Send for "HOTE." C. S. Houghtaling, Sign Advertising Contractor. Bulletin, Wall, Barn and Fence Advertising Signs Painted everywhere. Purity in paint and honest service does the business. 10,000 secured protected advertising privileges Guarantees permanent time display.

"HOTES" Brush Advertising National Adv'g Service

C. S. HOUGHTALING.

Advertising Contractor.

74 & 76 East Madison St., Chicago. 3 Park Place, 34 Murray St., New York.

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P. T. BARRY,
CHICAGO NEWSPAPER UNION.

Mr. P. T. Barry, of the Chicago Newspaper Union, recently entertained at dinner the following press managers of that city:

Robert Anslev of the Herald.
C. N. Greig of the Inter Orean.
Hugh W. Montgomery of the Tribune.
A. F. Portman of the Times.
S. T. Clover of the Post.
W. A. Hutchinson of the Journal.
S. S. Rogers of the News.
A. G. Beaunisne of the Record.
C. E. Wood of the Dispatch.
R. S. Bauer of the Mail.
W. D. Boyce of the Blade.
C. E. Strong, Chicago Newspaper Union.
M. A. Meyers, Kellogg Newspaper Company.
W. H. Welch, Western Newspaper Union.
J. P. Holland, secretary Antwerp Exposition.
D. M. Lord,
I. A. Fleming,
J. H. L. Kranner;
John M. Smyth,
C. H. Fuller,
C. L. Stone,
Wm. E. O'Neill.

The dinner took place at the Columbus Club and proved a most enjoyable affair in all its features, despite the fact that some little discussion was indulged in concerning matters of interest to general advertisers, and particularly their relations with legislation in certain States.

We regret that we cannot reproduce in full Mr. Barry's interesting remarks, made at the close of the dinner. As it is we can only make the following extracts, and must omit altogether the speeches made by others.

Mr. Barry spoke as follows:

For years past it has been the laudable custom of editors to hold high carnival among themselves, from time to time, discuss the great questions which we are accustomed to read so much about in the newspapers, and in a general way proclaim themselves to all the world the very salt of the earth! Granting all the editors have to say for themselves to be true! Granting, as we all freely do, that they occupy a front place in the van of our advancing civilization, I assert, nevertheless, that were it not for able and successful newspaper managers great editors would, of financial necessity, be in a very limited demand indeed. A great editor and successful manager are not corelative nor interchangeable qualities. These two qualities are rarely found in one and the same

It should be the duty of business managers to come together from time to time and discuss not only the welfare of their respective newspapers, how to extend their field of usofulness and amplify their scope so as to increase their own revenue, but also how to make the work of their advertising patrons more remunerative for them. The man who spends his money freely advertising in the news-

papers should be an object of interest to us. Indeed, we should regard his interests as identical with our own. His success and prosperity would mean a larger expenditure of money with the newspapers, whereas his failure would mean a decrease of income for us. There are many things which business managers could do to advance the interests of advertisers if they came together from time to time and discussed subjects of mutual importance.

In reference to the system of blackmailing, by a class of mercenary politicians, Mr. Barry spoke very strongly and at some length, saying in conclusion:

The course of these disreputable politicians should be closely watched, their nomination by any party prevented if possible, but they should be defeated at all hazard if nominated. The political party tolerating blackmailing selemes of this kind by any of its members should be given to understand by the press that it would be held responsible for such nefarious work. By a concert of action in matters of this kind we could protect the rights of our clients from these corrupt politicians, and we would at the same time be accomplishing a still greater and nobler work by having venality discredited and preventing the successful avocation of that most odious of all public characters, the professional blackmailer.



THE Milwaukee Sentinel is certainly one of the oldest newspapers published in the West or Northwest. It started on its career in 1837 as a weekly, when Milwaukee was but a frontier village of 500 inhabitants and in 1844—nearly fifty years agoit became a daily; since then, the history of the Sentinel in its growth and prosperity is simply a history of Milwaukee. It has long been the leading journal of the city and State, and in order to have the necessary room for its present and increasing business, it moved into its new and handsome home on Madison street last December. The building is ten stories high, and absolutely fireproof, being built of steel, stone and brick. The Sentinel occupies the first floor and basement, and the four upper stories, the balance being let out for offices. Mr. A. Heugin is the business manager, and Mr. S. C. Williams, 42 Tribune Building, N. Y., is the Eastern representative.

Homes and Hearths, New York, the very successful new family monthly, suggests that it isn't big enough yet to carry a gun with the big fellows in the procession, but it says it gives all advertisers splendid advertising service in its 50,000 issue all the same. Wattenberg's Agency, 21 Park Row, New York, takes the advertising orders for it.

WHY WE LOST A CUSTOMER.

THE Way Up Yacht Club lay off New London. It had been a good whole sail breeze all day, but the wind died out with the going down of the sun. From Glen Cove to Fisher's Island the run had been full of excitement. And now that the anchorage was reached there was a general disposition to loaf, read and sing. Nothing disturbed the tranquillity of the evening but the plunk, plunk of Nostrand's banjo. The codfish aristocracy of New England stuck their heads out of the water to see what J. Walter Thompson's yacht looked like, and he promptly hooked a contract from Beardsley.

But there suddenly arose a commotion on board the Forget-Me-Not, which startled the idling yachtsmen. A small boat had pushed out from shore, and the occupant had reached the deck. He was apparently set upon by the crew, and a cry arose that sounded like "All hands repel boarders." Instantly there was an uproar. The fleet captain ordered assistance to be sent the Forget-Me-Not, and soon a dozen boats surrounded the endangered yacht.

The scene on board the Forget-Me-Not was calculated to quail the stoutest heart. George Butler was in the hands of a shricking crowd of what looked like real live buccaneers. His brother William was in the very thick of the fight. The harbor police finally quelled the riot after much clubbing.

The whole trouble was caused by Mr. Butler bringing on board a fresh copy of ART IN ADVERTISING, which none of the others had seen. There was young Crall, Wright, Mapes, Duke, Joe Knapp, Browne, Russell, and a lot of others on board, and the result was what might have been expected under the circumstances.

That's why George didn't renew his subscription this year, but we don't blame him.

ART IN ADVERTISING:

Enclosed a clipping from Agricultural Advertising:

A company is being organized at Grand Rapids, Mich., to operate a big dairy farm on the Grand River, north of that city. The company will begin with 300 cows, and will produce milk, butter, eggs and cream on a wholesale scale. It is composed of such well known men as M. L. Sweet, who has used the advertising columns of agricultural papers quite extensively in the past year.

How will they produce eggs on a wholesale scale even if they do have 300 cows?

A READER.





THE irony of fate which impels an editor in a special number to omit all reference to those whom he most desires to propitiate; to spell the names wrong of those he has succeeded in remembering, are only one of the few incidents that make life interesting. In our Chicago number we could not have been more silent concerning W. D. Boyce and his great enterprise if we had made a special effort. In Philadelphia we overlooked our enterprising contemporary, the Item, and our only street-car customer, Mr. Samuel P. Feree. In Boston, we completely ignored Mr. C. F. David, a conspicuous advertising agent, and himself the publisher of a periodical in our own field. The offense in Mr. David's case was intensified by the fact that he had rendered us noteworthy assistance in the preparation of that number, and also by the fact that our failure to do so induced him to give the number a splendid free advertisement, though of course we cannot be blamed for the latter.

THE Gale Mfg. Co. of Albion, Mich., is sending out a neat souvenir in the shape of a note book. It is a very complete little affair, and well worth having.

It is rather late in the day to talk about calendars, but we must say a good word for the handsome specimen issued by Price Bros. & Co. of Worth street. It is generous in size,

richly decorated in gold, silver and bronze, and beautifully printed as to the calendar part of it.

Subscribe for Art in Advertising, \$1.00 per year. No deadheads.



The above is a picture of the home of the most enterprising German newspaper of the West.



W. H. KENTNOR,

MANAGER OF THE ADVERTISING DEPARTMENT OF THE WESTLICHE POST.



"I WONDER why they have taken down so many of the advertising signs?" asked a pretty girl the other evening on a Sixth Avenue elevated train.

"Hard times, I suppose," replied her escort, running an indifferent eye along the space devoted to advertising purposes.

"Do they have to pay to have those signs up?" the young woman queried in a tone of surprise, and with an interested glance in the same direction.

I smothered a groan and got out at the next station.

WHILE the casual observer might fail to notice any diminution in the amount of advertising carried by a magazine or newspaper, he could scarcely fail to observe a falling off in the street car or elevated advertising. The eye has been so long accustomed to these unbroken lines of advertising matter that the change in their appearance caused by intervening vacant spaces is at once noticeable. I don't think we have ever really appreciated our car advertisements at their real value; not simply as suggestions to us of things we should buy and try, but as a source of entertainment and amusement, and a rest for the weary eye and brain during our wearisome travels to and from town.

RIDING in the Broadway cable cars is not what you would call an unmixed pleasure. There are annoyances attendant on this experience which lessen very materially any enjoyment you might otherwise extract from it. In the first place, it is an unmitigated aggravation in boarding a car, to find yourself projected with a horrible jerk through the doorway and into the lap of the nearest passenger. He is usually good natured about it because he has

just been jerked himself, and it is balm to his wounded dignity to see you make a spectacle of yourself as he did.

There is probably nothing under the sun to equal those sudden curves of the Broadway cable track for making a man lose his head. He is, indeed, an abject creature as he totters apprehensively to his allotted niche, jerked hither and thither by the erratic movement of the car, making frantic lunges at the rest of the company. grasping them by the shoulders with objectionable familiarity, and finally dropping exhausted into his seat, with the feeling that every eye in the car is turned upon him in scorn or derision.

This is one of the annoyances of riding in the cable cars. When you have recovered your spirits sufficiently to look about, you notice with much relief, that no one is observing you. Every individual eye that is not engaged in trying to attract the conductor's attention is surveying with undivided interest the frieze of advertisements which adorns the space over the windows.

Oakley's Soaps and Perfumes are advertised in a very artistic arrangement of blue, white and red; one of the best looking cards in the cable cars.

The Fair and Square Ribbon sign is attractive, but beginning to be something of an old story. It is quite the prettiest ad. that this company has ever used.

A very handsome sign is that used to advertise the "Old O. F. C. Whiskey."

The Admiral Cigarette, Piper-Heidsieck, Royal Blue Line and Hardman Pianos each has a good business announcement.

It is a good plan in preparing display cards for use in the cable cars, to keep a pretty good margin about the design, the separation between the various signs being so slight that there is likely to be confusion and consequent loss of effect from too close contact. If you have a dark background this defect is obviated unless your sign is placed next to another having the same effect.

Among the other signs noticed in the cable cars were Hagenbeck's (Animal Show), Macy's, Bradley & Currier's, The Mutual Life, James McCreery & Co.'s, Best & Co.'s, Young & Smylie's, Bromo-Seltzer and the Hump.

In other street cars I have noticed many of the same names, and a good many others. Carter's L. L. P.'s are announced in white letters on a red ground.

The Kayser P. F. T. Gloves in black letters and silhouettes on a yellow ground. Hecker's double sign, with the sideways baby, is a good one to attract attention. Estey Pianos use a modest black and white card. Crosier, Stauffer & Co. have a very elaborate and handsome design for announcing their Cream Toast.

The Crest Shoe ads. are always good.

Sapolio is with us whene'er we take our rides abroad and, by the same token, we cannot escape the Hook and Eye man.

Says he-

The cable car may lose its grip, The horse car sway and bump, But one thing only never slips, Its name is on the millions' lips, They call it "See that Hump?"

I don't know whether I have it right or not, but goodness knows it's near enough!

Among other street car ads. are Parson's Household Ammonia, and the Antisepticon Gum.

Among the advertisers who have kept their places on the L trains all through the recent panicky season, we may of course mention the redoubtable Pears, with its double sign occupying a space in the centre of the car. I notice also the handsome green sign used for Hostetter's Bitters; it occupies a position at the end of the car, next the door, offsetting Walter Baker's prosperous looking Cocoa sign in the opposite space. Gaines' "Hermitage and Old Crow," and Johann Hoff's signs occupy corresponding spaces at the other end of the car. Dr. Bull's Cough Syrup holds its own, as does also Allsop's Ale and Stout sign. The Statts-Zeitung fills its allotted space with much sobriety, and a good deal of black background and white letter. Cudahy is still on deck with his abominable poetry in the interest of the Rex

Brand Beef Extract, and I noticed also the Fletcher Watch & Jeweler Company's sign, and that of the Lacto-Lemon Co.

There are several others that I noticed, but haven't time at present to mention. The vacant spaces are still considerably en evidence, but not so much so as they were a few weeks ago.

By a judicious alternate arrangement of signs and vacancies the unpleasant effect produced by the latter is somewhat mitigated.

THERE is no broad, straight road leading to success in advertising, but all roads lead to Rome.

And it is for the expert to judge which one will arrive at success in the shortest time and at the least expense. This problem has grown with the business of the country till advertising has grown to be a profession; and it is a recognized fact that inexperience, trusting to luck, will meet with disaster, and that thorough knowledge of all mediums and a well defined mode of attack on the public attention will bring success.

In the old times advertising was at best a lottery. The old time solicitor was a man with enthusiasm only; it mattered not to him what the absolute facts were in the case, he boomed circulation, misrepresented it in every way, and only cared to get a contract for the commission it paid As advertising and adventurers grew they came to see that the hidden sources of wealth were not in the gloriously colored canvas of the solicitor, but in returns. The press, backed by its capital and position, soon proved that it came the nearest to fulfilling its promises, and charts, maps, dodgers, and the thousand and one specialties were dropped from the list of successful advertisers.

Some 12 years ago, with the completion of the N. Y. Elevated R. R. in New York City, a new medium was born. The fact was so plain that an advertisement in the cars and on the stations of a railroad carrying 700,000 people daily would be of service, that it was only a question to the advertiser of cost to result.

This was soon demonstrated to be in favor of the advertiser. The surface cars naturally came into the medium, and car advertising was born to stand side by side with the press in reliability, worth and results.

Over and above its own value, car advertising owes much of its worth and success to the efforts of Mr. Harry L. Ayer. With that very uncommon accomplishment, hard common sense, backed by a keen realization of truth, honor and justice, grounded on a business training in commercial life, his efforts to secure to the advertiser the best and quickest returns for his investment, thus making the medium of value, have been most successful. It is to Mr. Ayer's credit never to have pushed a failure.

His first trip to Europe, visiting England, France and Germany, resulted in the largest order ever given at one time by one firm, namely, Pears' Soap, for \$150,000. The results were better than expected by the advertisers, and contracts soon followed from Stephen's Inks, Epp's Cocoa, and Coleman's Mustard.

Among our own advertisers who have availed themselves of Mr. Ayer's services, are Messrs. Walter Baker & Co., of Boston,

J. C. Ayer & Co., Lowell, Mass., Armour Packing Co., of Kansas City, Mo., Pope Bicycle Co., of Boston, Mellin's Food,

Castoria, and many others of lesser fame.

One of the principal factors in the success of Mr. Ayer's efforts for the advertiser is his ability to put himself in their place and manage the advertising from their standpoint, and for the success of the output in question.

His judgment has uniformly been correct, and in starting an old friend of the public in a new medium or in launching a new claimant to the public attention, he has had the most flattering results.

Car advertising has surely come to stay, and while it is managed by such able protectors it surely takes rank with the best of mediums.

CHARLES HASBROOK, the inventor of the coupon scheme, would be worth a million could he have patented the idea.

OF INTEREST TO THE SILVER CROSS.

A CIRCLE of King's Daughters at Park City, Ky., recently raised sufficient money to secure some coal for a poor family. The money was given to the family, who, instead of buying coal, had their photographs taken.



The Detroit Journal, published by Mr. Wm. Livingstone, Jr., and managed by Mr. A. H. Finn, ably assisted in the more active work by Mr. Fred W. Baker, is, to use the shopworn expression, one of the most conspicuous examples of success in modern journalism. The Journal has passed its tenth birthday. It was purchasd less than three years ago by ex-Senator T. W. Palmer and Mr. Wm. Livingstone, Jr., and proceeded forthwith, in honor of the occasion, to indulge in a "boom" of vast proportions.

The Journal's handsome five-story building on Larnard street, is said to be the best appointed newspaper office in Michigan—a statement not difficult to believe. At the head of its first page the Journal publishes daily the exact circulation of the previous day, and at the head of its editorial page the statement for the previous week.

The paper is thoroughly up to date in every particular, being bright and clean, and possessing the best possible news service. That it is eminently popular with the advertiser goes without saying—the latter getting the benefit of four daily editions.

The Journal was represented at the recent Associated Press meeting in Chicago by Mr. Fred W. Baker.

Population of City of Brooklyn 1,000,000

The Electric Traction System of the Brooklyn Heights R. R. Co. have in active

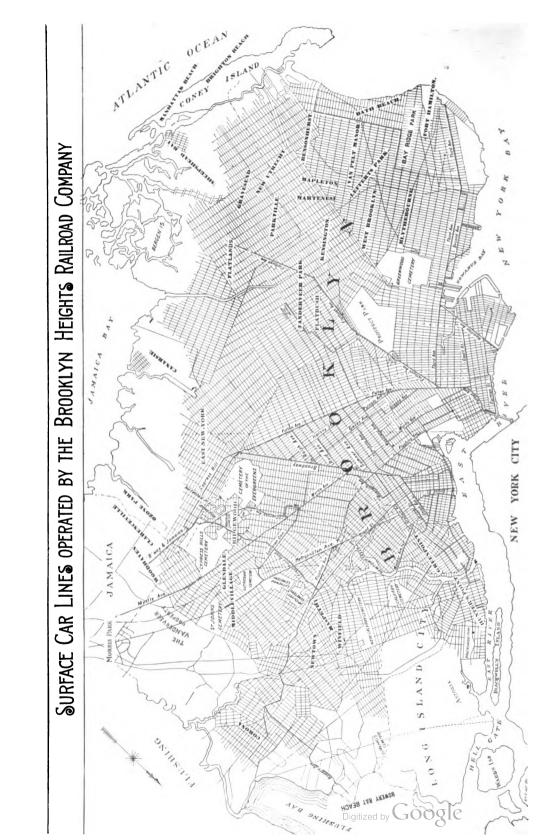
- service one thousand well equipped cars, traveling over seventy thousand miles per day, running over two hundred and fifty
- miles of track, giving a daily passenger traffic of four hundred thousand.

The advertising privileges on the above system, as shown by map on reverse side of this page, is controlled by

The Surface Car Advertising Co.

Offices: 168 & 170 Montague Street, BROOKLYN.

Pamphlet giving Map and full details of this advertising medium mailed on request.



Another Personal Interview Illuminated.

With apologies to Kellogg's Lists.

I CAME-I SAW-I WENT HOME.

Copyrighted.





Our representative drops in on busy men, from time to time, just to talk horse and incidentally to mention The Mayflower. He is always welcome—ask Jas. T. P.



Come awf! Don't we guarantee de highest rate and de smallest cirkulashun in de biz? Wot's de use of talking price to me. I kin do you up dead easy. See?



"De hull fambly read our poiper."



59,700,000 people are tinkin' about subscribin'. De oder tree huntert tousan' we've got. Do ye want de eart?



We wear rubbers. Dere ain't nobody in it wid us at all. Jes lemme make you a figger. If I don't give you a gee, den I don't know beer from Croton.



Have a Stogee! Dem's de same's me fren' the Princey Wales smokes. Never min' de "arms"—de strong ones have legs.



Wot! ye giv' me de marble heart. Well, let's go and chase de duck. Wot t'ell!



Rip Van Winkle

lives again in the man who started in business twenty years ago—is running it now as then; too long a sleep.
Old time ways and means can't cope with

Up-to-Date Ideas.

To win one must be always abreast of the times.

Our specialty's modern, bright, judicious

advertising



—Not the !!! kind that we Westerners are accused of.

We prepare advertisements and place them in every paper in the world—

but don't recommend them all.

Our judgment—free. Send for our booklet

"Not Whether But How"—
22 seconds' reading.

LORD & THOMAS, Newspaper Advertising, 45 Randolph Street, Chicago, III.

Intelligent Advertising.

Advertising becomes intelligent when tersely written and placed only in mediums that will reach the class of readers who are interested in what is offered. A personal acquaintance of fifteen years with all the leading mediums of the United States and Canada enables us to render this most effective service to our clients. We are careful to select only those that will yield profitable returns.

Our many years' experience in preparing advertisements, selecting lists, and furnishing estimates of cost are cheerfully and gratuitously placed at the service of the advertiser.

If you will write to us, or, better still, call at either of our offices, we will be pleased to give you all the information desired.



Chas. H. Fuller's Advertising Agency,

CHICAGO.

Eastern Office—Temple Court Bldg., New York. HENRY DECKER, Representative.

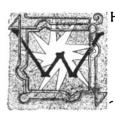
Publisher of the Advertisers' Guide to Leading Newspapers. Send in your name for a copy.

Digitized by Google

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THE ADVERTISEMENT THINKER.



HEN I was in New York last month, one of my clients, a gentleman who spends about \$250,000 a year in advertising, said to me:

"The trouble with so many of these fellows who think they can write advertisements is that they will sit down and write pages and pages of stuff—and not say anything."

What is the reason of it? They don't think. They don't realize that the chief part of advertisement writing is *thinking*.

If a person can think, he can generally express his thoughts, if he gives himself time. Insane patients scribble by the hour, but they have no thoughts.

It takes a great deal of hard work to think out a subject to the bottom. It takes a great deal of concentration and of clear-mindedness. Ideas don't come when they're called. They must be dug for. And digging is very hard work.

I remember hearing about a man who said he could write 50 advertisements a day.

I can't.

If I could, I would not. I should prefer to write one, with an idea in it. If I

could do even that, I would soon be rich enough to retire.

It's the old story about quality and quantity. You can't have both if you pay but one price. If you want a man to spend ten minutes writing an advertisement of your business, you can get him. If you want one to spend ten hours you can get him.

The question is, whom will it pay you the best to employ?

It's much the same in advertising as in other branches of business; the one who rushes through the most work is not often the one who thinks the most. Yet the thinking man is generally the one you choose for manager.

It is because of my *thinking* that I have been able to become a successful *writer*. Perhaps I may think for an hour before I write one sentence. But when I do write, I try to say something. If I can't, I think till I can.

I am not an expert. I don't know more about your business than you. I probably can't teach you anything, but I can *think* and *write* for you.

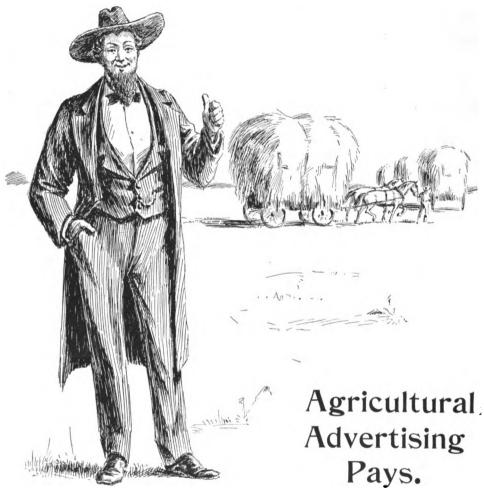
Do you need my services?

E. A. Wheatley,

Specialist in the Preparation of Advertising Matter.

Herald Building, CHICAGO.





ASSOCIATE LIST.

8-WEEKLIES-8

B-WEERLIES-S

Kansas Farmer, Topeka, Kas.

Nebraska Faimer, Lincoln, Neb.
Field and Farm, Denver, Colo.
Farmers' Home, Dayton, Ohio.

Texas Stockman and Far., San Antonio, Tex.
Rocky Mt. Husbandman, W. S. Spgs., Mont.
Hoard's Dairyman, Ft. Atkinson, Wis.

3-SEMI-MONTHLIES-3

Dakota Farmer, Aberdeen, S. I). N. W. Farmer, St. Paul, Minn. Western Plowman, Moline, Ills.

1-MONTHLY -1

Home, Field & Forum, Guthrie, O. T

STAR OF * THE EAST.

National Stockman and Farmer.

(Pittsburgh Buffalo, Chicago.

My special Associate List has a paid-up circulation of 250,000 copies. No gift-enterprise-free-distribution scheme, but bona-fide, paid-in-advance subscriptions. We cover the Ohio, Mississippi and Missouri Valleys. We reach the farmer, not the village loafer. Read the papers on my list. Every name a star! Then send your order to

FRANK B. WHITE,

SPECIAL AGRICULTURAL ADVERTISING...

649-51 THE ROOKERY, CHICAGO, ILL. 91 TIMES BUILDING. **NEW YORK.**

WESTERN AGRICULTURAL JOURNALS ASSOCIATE LIST."

Digitized by

What do you pay for?

When you advertise

CIRCULATION.

We can give you a circulation of 175.000.000

in the cars of

The Metropolitan Traction Company, New York.

The Union Railway,

New York and Westchester County.

The Consolidated Traction Company, New Jersey.

All in and near

New York

For \$6,500.

In no combination of newspapers or magazines can

you secure

For so little money so much

Business.

THE RAILWAY ADVERTISING CO., 261 Broadway, New York.

100 50 SQUARE FOOT EACH



IN ANY CITY OR TOWN

W. L. TANNEY, 4313 Willow Street, Pittsburg, Pa.

W. L. TANNEY, 4313 Willow Street, Pittsburg, Pa.

THE HEARTHSTONE
Has the largest list of paid-in-advance subscribers of any similar periodical in the world.

Circulation 600,000

Copies per month.

ADVERTISING RATES, \$2.50 per agate line.

Address

THE HEARTHSTONE,

285 Broadway, New York.

Is Prosperous. NO DEPRESSION THERE.

AMERICAN ADVERTISERS

"Preferred Canadian Papers"

All the best papers in the biggest cities, will corroborate this.

Address

ROY V. SOMERVILLE, 93-99 Times Bldg., New York.:

Digitized by GOOGLE



The Silver Cross

REACHES

FOUR HUNDRED THOUSAND KING'S DAUGHTERS.

FOR RATES, ETC., ADDRESS
SILVER CROSS PUB. CO.,
158 W. 23D ST., NEW YORK.

IT GOES

every week into **96,000** families, among prosperous people where it is prized.

IT CARRIES

with it the weight of years, the influence of success.

IT BRINGS

good returns, satisfactory results. What does?

THE GOLDEN RULE

The international representative of 1,600,000 members of Christian Endeavor Societies].

50 CENTS A LINE.

Leading advertisers have used it continuously for years.

Send for further particulars.

SPECIAL EASTER NUMBER, MARCH 22.

Geo. W. Coleman,
Advertising Mgr.

Golden Rule Company,
646 Washington St.,
Boston, Mass.

1-3 CENT A LINE

per thousand circulation secures space in

THE RAM'S HORN,

of national fame, so liberally quoted. It is unique, not eccentric; witty, not funny; religious, not pious. It is read by the progressive element of America who have shown their appreciation by enabling us to double our circulation six times in fifteen months.

The choicest advertising only can be found in its columns: Walter Baker's Chocolate, Pears' Soap, Sapolio, Pyle's Pearline, Dr. Price's Baking Powder, Fairbank's Soap, Scott's Emulsion, Macbeth's Chimneys, Pope Mfg. Co., and many others are among our clients.

Send for specimen copy and rates to

FRED'K L. CHAPMAN & CO., Pub's,
The Temple, Chicago.

ART IN ADVERTISING **.

WE CONTROL
NINE-TENTHS
OF ALL THE
STREET-CAR
ADVERTISING
IN
NEW ENGLAND

For rates and other information address,

Union Street R'y Advertising Co.

Times Building, New York. 48 Congress St., Boston.

SEND FOR A COPY OF

"Facts," "Success," "Originality,"
"All," "How," "Great," "Who,"
"What," "Not," "Cobwebs,"



The Wisconsin Agriculturist

Racine, Wis., has the Largest Circulation of any English paper in Wisconsin.

Its Advertising Rates

Are lower than those of any similar publication having so large a proved circulation.

Wisconsin Agriculturist Pub. Co., RACINE, WIS.

LIPPINCOTT'S

A Complete Novel

--IN---

Every Number.

J. B. LIPPINCOTT CO., *Philadelphia*, *Pa*.



My clients

spend a million a year

in advertising through my agency.

It is reasonable to assume that they have confidence in my ability and integrity. Among the firms and corporations whose advertising I place are

Eastman Kodak Company, Rochester, N. Y. Colgate & Co., New York.
Hartley & Graham, New York.
Curtice Brothers Co., Rochester, N. Y.
Atchison, Topeka & Santa Fé Ry., Chicago, Ill.
Colorado Midland Ry., Colorado Springs, Col.
Price Flavoring Extract Co., Chicago, Ill.
Chicago, Rock Island & Pacific Ry. Co., Chicago, Ill.
Nederland Life Insurance Co., New York.
Chicago & Great Western Ry., Chicago, Ill.
Overman Wheel Co., Chicopee Falls, Mass.
Michigan Central Ry., Chicago, Ill.
Delaware & Hudson Ry., Albany, N. Y.
Decker Brothers, New York.

Great Northern Ry., St. Paul, Minn.
Pillsbury-Washburn Co., Minneapolis, Minn.
Chicago & North-Western Ry., Chicago, Ill.
Union Pacific Ry., Omaha, Neb.
Washburn Crosby Co., Minneapolis, Minn.
R. R. Appleton Co., New York.
Baltimore & Ohio Ry., Baltimore, Md.
Northern Pacific Ry., St. Paul, Minn.
Canadian Pacific Ry., Montreal.
Hulbert Bros. & Co., New York.
Rochester Optical Co., Rochester, N. Y.
Wyckoff, Seamans & Benedict, New York.
Wisconsin Central Ry., Milwaukee, Wis.

My clients

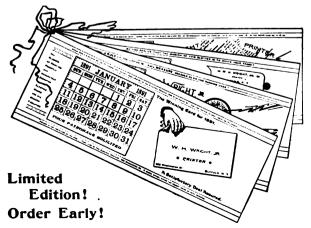
make several millions a year

through their advertising.

FRANK SEAMAN,

Main Offices-874 Broadway, N. Y. City.

Branch Offices—1227 Broadway (Allan Adv. Agency); 33 Wall St., N. Y. City; 79 Dearborn St., Chicago.



"Some Advertising that Advertises."

A Book for Wide-Awake Advertisers, illustrative of a Medium of Publicity for Printers, costing nothing. Buy the book and learn the "How."

Every page original in typography. Every page suggestive in color harmony. Every page replete with quaint and terse text matter.

PRICE, - - \$1.00.

Stamps or Local Checks Not Accepted.

W. H. WRIGHT, Jr.,

P. O. Box 65. Buffalo. N. Y.

** ART+IN*ADVERTING**

WE CONTROL
NINE-TENTHS
OF ALL THE
STREET-CAR
ADVERTISING
IN
NEW ENGLAND

For rates and other information address,

Union Street R'y Advertising Co.

Times Building, New York. 48 Congress St., Boston.

SEND FOR A COPY OF

"Facts," "Success," "Originality,"
"All," "How," "Great," "Who,"
"What," "Not," "Cobwebs,"
"Boston."



The Wisconsin Agriculturist

Racine, Wis., has the Largest Circulation of any English paper in Wisconsin.

Its Advertising Rates

Are lower than those of any similar publication having so large a proved circulation.

Wisconsin Agriculturist Pub. Co.,
RACINE, WIS.

LIPPINCOTT'S

MONTHLY MAGAZINE

A Complete Novel

-IN-

Every Number.

J. B. LIPPINCOTT CO.,

Philadelphia, Pa.



Ma piems

spend a million a year

in afternious through my agency.

It is reasonable to assume that they have confidence in my ability and integrity. Among the firms and corporations whose advertising I place are

Fast man Kodak Company, Rochester, N. V.
Codate & Co. New York.
Hames & Gusham, New York.
Home Brothers Co., Kochester, N. V.
Arnson, I. Joha & Sama Fe Ry., Obcado, III.
Corado, M. Jand Ry., Coorado Springs, Col.
Price Elavoring Fatract Co., Chedgo, III.
Chedgo, Kock Island & Pacific Ry. Co., Chicago, III.
Nederland I de Insurance Co., New York
Chicago & Great Western Ry., Chicago, III.
Overman Wheel Co., Chicogoe Falls, Mass.
Michigan Central Ky., Chicago, III. Greeman wheet Co., Chicago, III. Michigan Central By , Chicago, III. Delaware & Hudson Ry., Albany, N. Y. Decker Brothers, New York.

Court Northern Ry S. Part Main P. Stary Warthand Le. M. mapping Main Court Ry R. North Main Ry Court R Great Soughan Kr. St. Pour Went Richester Opinsal Co., Rochester N. V. Rochester Opinsal Co., Rochester New York, Wyskoff, Seamans S. Henrifer New York, Wisconsin Control Ry., Milwanker, Wis-

My clients

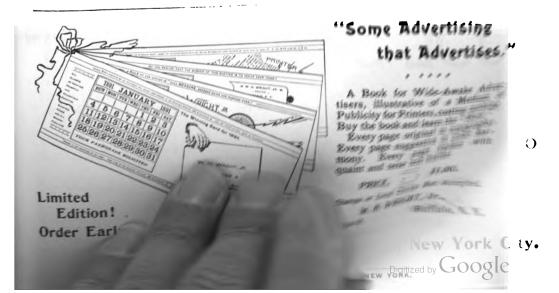
make several millions a year

through their advertising.

FRANK SEAMAN.

Main Offices-874 Broadway, N. V. City.

Branch Offices-1227 Broadway (Allan Adv. Agency); 33 Wall St., N. V. City; 79 In atlanti St., University





Imitation Typewriter Printing.

Adamson Process.

You undoubtedly want to extend your business; so do we—our business is to furnish you with the means of increasing yours. Are you making any effort to reach your customers, either present or prospective, through the mails, in a personal way?

The way we propose to do it is this: -You may probably have the names of a large number of possible customers, whom it is desirable for you to reach by personal solicitation. Now, what is the next best way? Why, a personal letter, of course.

We will furnish you with personal letters, typewritten, in quantities, at a trifle above the cost of ordinary printing, and at less than one-tenth the cost of producing them on your typewriter.

If you have a list of names, we will produce a typewritten letter with your autograph signature faithfully reproduced, and with the names and addresses of the parties you wish to reach filled in at the head of the letter, the whole being indistinguishable from a letter sent in the course of ordinary business correspondence.

Think of the territory you can work. Think of the saving in expense.

Address GERRY & MURRAY, Sole Licensees,

33 Broad Street, New York City.



The Union Gospel News, CLEVELAND, OHIO.

Largest circulation of any religious paper in the United 156,540 paid in advance subscribers.
Undenominational and reaches the homes direct.

The best advertising medium in the country.

WANTED.—A home job. Experienced office man. Practical bookkeeper. Familiar with cost of lithographic work. References furnished.

Address, TRAVELLER, Address,

Care ART IN ADVERTISING.

GAMELAND AND THE TOURIST offers the advertiser Two Magazines and Two Circulations in ONE FOR THE PRICE OF ONE. 1267 Broadway, New York.

* FOR SALE *

On Easy Terms.

Style, location and surroundings unsurpassed.

All Modern Improvements.

Space in the advertising columns of

Harper's Magazine,

Harper's Bazar,

Harper's Weekly,

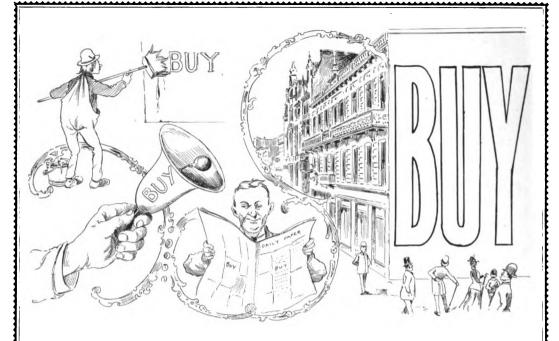
Harper's Young People.

For Terms and further particulars apply to

HARPER & BROTHERS,

Franklin Square, New York City.

THE CAXTON PRESS, 171-173 MACDOUGAL ST., NEW YORK.



Cultivate Consumers
Control their Attention
Make their Acquaintance
Secure their Demands for your goods.



This is the science of business promotion. Investigation into the subject will demonstrate that the most powerful agency that can be enlisted to that end is the

Gunning System of Display

Reflect upon past advertising experiences and investigate the "Gunning System"

Compare its qualities and you'll appreciate the pointedness of the above cut.

EXECUTIVE OFFICES 289 Wabash Ave. CHICAGO The R. J. Gunning Company,
Display Advertisers.

EASTERN NUMBER.



Drice 40 Gents

Digitized by GOOGLE \$400 a Vegu



VOLUME 6 Nº7 (M.N.67)
PRICE 25 CENTS PER YEAR

MAY 1894

THE GANNETT & MORSE CONCERN

COPYRIGHT, 1894, THE GANNETT & MORSE CONCERN.

THE AMERICAN NEWSPAPER DIRECTORY FOR 1894, As well as every other recognized authority, gives COMFORT

THE LARGEST CIRCULATION

rating accorded OR EVER ACCORDED to any newspaper or periodical IN AMERICA.

Its smallest issue in a full year preceding the date of its sworn and proved report was one million, one hundred and ten thousand, six hundred and twenty (1,110,020) copies.

THAT'S WHY, "If you put it in Comfort it pays."

In matter and make-up **Comfort** is unlike any other paper anywhere. It has nothing in common with Lists, Syndicates, Co-operatives or Combinations. Nine-tenths of its matter is specially prepared for and copyrighted by **Comfort**. It is clean, original and entertaining.

IT IS THE PEOPLE'S PAPER.

For advertising rates and facts and figures under oath, address THE GANNETT & MORSE CONCERN, Publishers Comfort, Augusta, Maine.

BOSTON OFFICE: John Hancock Building.

NEW YORK OFFICE: Tribune Building.

CHORUS OF CONTENTMENT.

Right now, in the midst of financial disaster, we are getting good paying returns from Comfort. It is good all the year round. L. V. Newton, Mgr. Lake Erie Mfg. Co., Erie, Pa.

Our experience with **Comfort** has been most satisfactory. It stands second on our list of over forty different publications.—*Imperial Bit and Snap Co.*, Racine, Wis.

We have found **Comfort** one of the most profitable publications we have used, and only wish there were more mediums equally good.—Bryant & Stratton, Correspondence College, Buffalo, N.Y.

We find **Comfort** among the very best paying journals. – Kayser & Allman, Pafer Hangings, etc., Philadelphia, Pa.

We do not think there is any other paper or list of papers (at least we can't find them) that will bring the same returns for money expended that Comfort will.—
A. Speirs, Manufacturer Force Pumps, Cookers, etc., North Windham, Me.

We have tried nearly, if not quite, all the best mediums in this country, and can say without any hesitation whatever that **Comfort** ranks at the top.—*Typewriter Headquarters*, New York.

I have obtained astonishing results from my patronage of **Comfort.** C.N. Newcomb, Manufacturer Carpet Looms and Weavers' Supplies, Davenfort, Ia.

Comfort is one of the best mediums I have ever used. Mme. Ruppert, Complexion Specialties, New York. Entered at the Post Office at New York as second-class matter.

Vol. IX.

APRIL, 1894.

No. 2.

Published by The Art in Advertising Co., & Fifth Avenue, New York. Chicago Office, Herald Building.

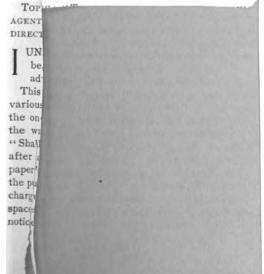
H. C. Brown, President. E. L. Sylvester, Editor.

ISSUED ON THE FIFTH OF EVERY MONTH.
ONE DOLLAR A YEAR, IN ADVANCE.

THE AGENT'S COMMISSION.

Speech delivered by Mr. H. N. McKinney, of N. W. Ayer & Son, at the meeting of the American Publishers' Association, New York, February 23, 1894.

[It is necessary to state that the following remarks were delivered solely to publishers of one-price papers—nd do not apply to the newspaper press at large. Papers that cut rates are upon another basis entirely and are not considered at this time.— EDITOR.]



of position. If this be true, it seems to me that to allow a commission is simply to cut rates.

One advertiser comes with the argument that he has an advertising department, pays his manager \$5,000 salary, checks the papers, and has all the expense of a well-equipped advertising agency, and is therefore entitled to agent's commission. Would it not be equally as just for some other advertiser who does his advertising direct and pays an advertising manager \$10,000, to demand, because his expenses are heavier than those of the other, that he should be allowed a larger commission?

If the line is broken, where will it end? Shall it be the size of the order? If that is true, then the rates are not right. If the advertisement is six inches for six months or a year, the card gives the rate, as it does also for every other size and time.

I fear both publishers and advertising agents are prone to look at this question simply in the light of how they can get an order. I think this association of gentlemen will agree with me that both newspaper publishers and advertising agents should look at it in a broader business way. Profit to the advertiser is the foundation upon which all principles must stand, for if the business secured by the newspaper or advertising agent does not pay the advertiser, it will not pay the newspaper, in the long run.

Is there any logical reason why one advertiser should get a commission that another does not get?

Should not the rates of the newspapers be at a fair price for any and all kinds of advertising, and if it be right to have only one price, where does the commission come in?

This question has been much discussed of late, but I am unable to see how a one-price newspaper can make an argument in favor of giving commission to an advertiser. If the paper is not one-price, it need not be considered in this connection.

How can a newspaper claiming to have but one price, and never varying from that price, consistently say, "We never cut rates," and yet give a commission to an advertiser?

Did you give so and so a commission? Oh, yes; but you know that it is a large business. The business amounted to \$250,000 last year.

Why, on the above proposition, is not an agency that handles two million dollars' worth of advertising entitled to eight times as great a commission, and an advertiser doing half the business, half the commission, and one doing quarter the amount, one quarter the commission?

It seems to me that putting down the bars will surely result in one thing. We are often told that "so-and-so" are advertising direct and getting the agent's commission. "Why am not I [the advertiser] entitled to commission as well as they? Why should I not have it?" Already some advertisers have given instructions that if they cannot get the agent's commission as others claim to do, certain papers must not be used. The method will in time result in the lowering of the rates of newspapers, and if they are too high they ought to be lowered; but is this the way to do it?

The proprietor of a leading paper told his representative that he would not cut his rates, and when the proprietor allowed an advertiser a commission, the representative asked the basis upon which it was done. The proprietor stated it was simply because the order could not be obtained without. Now, just as sure as the sun will rise to-morrow there will be others that will demand these rates just because somebody else has them. These things are not kept hidden. Everybody knows about them.

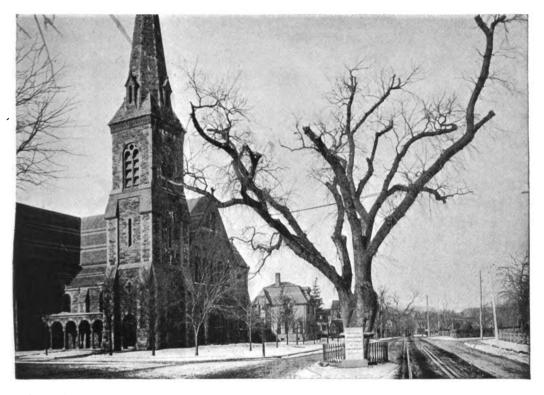
The question is, what is the right price for the advertiser? That price he ought to pay.

What is the commission given for? It seems to me if the newspapers would look into the matter a little more thoroughly they would come nearer solving the problem. Is it given for the amount of business? Is it given because somebody turns the business over to you? Or is it given because of an honest endeavor to create

business, and having created, so handle that it grows? Is it that? Or is it that when somebody's man comes to town to deal direct with the papers there, the agent sits down with him and sees how he can gouge the newspapers out of \$50 or \$100 or \$150. If the advertiser intended using the paper anyhow, and comes for that purpose, what reason is there that the agent should have a commission? A commission ought to be allowed because those receiving that commission are making new business, and are handling that business so it increases year by year, bringing business from new advertisers and additional business from old advertisers.

We worked three years with an advertiser and then secured one small order, the profit on which did not begin to pay for the money expended in getting the business, but the experiment proved that newspaper advertising was profitable, and we have paid the newspapers over a million and a half dollars on account of that one house. That little experiment, apparently benefiting only a few country papers in reality, affected nearly every leading paper in the land-the creating of the business and the subsequent handling of it, solely in the interest of the advertiser, was in the end the most profitable service for the press at large. The newspapers, as well as the advertisers, need just such honest, intelligent, persistent representation, and those who render this sort of service are entitled to proper compensation, and it is for such service, and only such, that a commission ought to be paid.





THE OLD ELM IN CAMBRIDGE WHERE WASHINGTON FIRST TOOK COMMAND OF THE CONTINENTAL ARMY.

EASTERN NOTES-BOSTON.

HIS chapter on Boston might be made up of corrections of the previous one. To begin with, there is the C. F. David Advertising Agency. The gentle reader, likewise the ferocious one, will confer a favor on the editor by making a special note of the David Advertising Agency. In our Boston number, that cruel fate which ever pursues those who dally with the mysteries of type, impelled us to omit all reference to this distinguished company. Whether they were cut off the column to make the page fit or whether the item got pied we do not know. All we do know is that they were left out. And we were left lamenting. And after they had so kindly helped us vith the Boston number, too! Mr. David is also the publisher of an advertising periodical, Profitable Advertising. This ought to have made him lenient toward the shortcomings of an erring brother, but it didn't, and as a philosopher, David has dropped in our estimation ten points.

Sometimes it seems to us as if we published this paper exclusively for the benefit of Boston. One of their noted citizens, Mr. Sproul, spends the week following the appearance of our periodical in a determined effort to cover us with confusion. He has a system of punctuation which differs from ours, consequently Mr. Sproul finds all the way from ninety to one hundred and seven errors, in this particular, every month. We never breathe comfortably until we have heard from Sproul. When his record falls below ninety, the whole staff, including the printers and binders, go out and get gloriously full.

MR. A. E. SPROUL is more widely known through his connection with the John H. Pray Sons Co., whose advertising is in his charge. He is at present engaged in the advertising incidental to the opening of Keith's new theatre, an enterprise which will mark an epoch in the popular amusement business in Boston. Mr.



A STREET SCENE IN BOSTON.

Sproul is one of the few advertising writers who are making a financial success of it.

Then there is Mr. Whiting, publisher of the Herald. Our printer is determined to call him Whitney, notwithstanding the fact that there is a Mr. Whitney on a rival paper, and that consequently when we speak of Mr. Whitney, meaning Mr. Whiting, Mr. Whitney's paper gets the benefit of the notice meant for Mr. Whiting, and Mr. Whiting gets whatever is meant for Mr. Whitney. It reminds us of our friend Thaddeus B. Mead, the well-known printer of New York. The Irishman who takes his name for the city directory doesn't like Thaddeus, and coolly informed him last year that his name was Theodore. And Theodore it was in the directory. The same thing happened once to us at an auction sale. "What name?" "Brown." "Oh, come off! Can't you think of something else. Call him White." Now we respectfully submit to Mr. Whiting that the best thing to do is either to change his name or his occupation. Otherwise he will bring our gray hairs in sorrow to the grave, for we can't struggle with the printer any longer.

Then there is Mr. Carl G. Zerrahn, whom the types made us call Zerrant. He is the son of the well known composer, and we ought to have

known better. He is at present managing the S. R. Niles Agency, and very cleverly he is doing it too.

The Niles Agency has long enjoyed an enviable reputation, and is one of the oldest in the business. It has controlled the Walter Baker business for so many years that it has practically come to be recognized as a fixture of their business. Mr. Bugbee, who directs the Baker advertising, does not enter into the details, but relies largely on the judgment and discretion of the Niles people. Another of the old reliables in Boston is Dodd's Agency, composed of Mr. Horace Dodd and Mr. J. Wesley Barber. Mr. Barber entered the employ of Mr. Dodd many years ago, and finally became his partner. He is the active man in the concern, and is more frequently seen in New York than almost any other Boston agent. He visits the advertiser with unflagging enthusiasm, and enjoys the confidence of many important clients. He gives his personal attention to the preparation of copy passing through his agency, and can give the "expert" points.

Then there is the old house of Pettingill & Co., which is now composed of a son of the late



SPECIMEN OF MODERN BUSINESS BUILDING IN BOSTON. MURDOCK PARLOR GRATE CO.





COMMONWEALTH AVENUE.

S. M. Pettingill, one of the pioneers of the business, and Mr. J. S. Wetherald, affectionately known to his intimates as "Jimmy." James and William are two names that perpetually stand as a menace to fame. Jimmy is bad, but Billy is worse. Even Mr. Pyle, despite his large advertising patronage, is unable to escape the demoralizing familiarity suggested by his Christian name, and is frequently referred to in this strain: "Been down to see Pearline? No? Well go down there and ask for 'Jimmy.'"

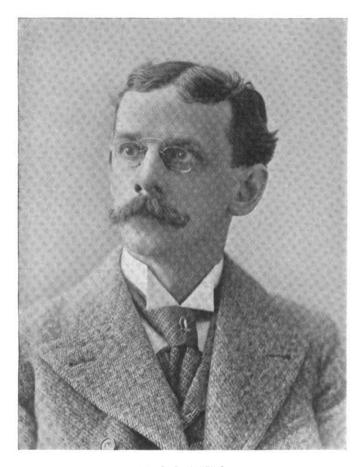
Now of course no well-bred man would think of asking for "Jimmy" Wetherald, or "Jimmy" Pyle, any more than he would ask for "Billy" Arkell. But to resume.

MR. WETHERALD is certainly a remarkable young man. He cannot be more than thirty, and we doubt if he is that. He wears a full black beard which imparts a grave and settled demeanor to what would unquestionably be a youthful face without it. He is slightly under medium height, and presents a striking contrast to his partner, who wears no hirsute adornment

to speak of, and who stands six feet three in his goloshes. Within a very few years Mr. Wetherald has gained a reputation for skill and success in planning and securing business which is the wonder of the trade. He seems destined to win back in a great measure the old-time prestige enjoyed by the firm almost uninterruptedly from its establishment in 1849. Mr. Pettingill is known as a shrewd and careful financier. He manages the detail of the business and is the inside man. The two make a strong team.

Pettingill's agency holds up Boston's reputation for getting there by going over to your city and walking off with a big contract of the Bovinine Company. No wonder you New Yorkers are down on "Beantown."

It can hardly be said that the hand of Francis A. Wilson is distinctly discernible in the advertisements of Mellin's Food originating since January 1st, for the simple reason that although Mr. Wilson was previous to that known only in connection with the Youth's Companion, yet for a long time the Mellin's Food advertising has had



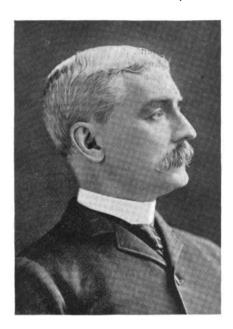
MR. F. E. WHITING,
ASSISTANT BUSINESS MANAGER OF THE BOSTON HERALD.

a distinctly Wilsonian tone, and the Youth's Companion greatly profited by that fact. Mr. Wilson seems to have little to say in his productions—says it quickly, with emphasis, and then lets it alone, leaving the argument largely in the artistic part of the advertisement, in the management of which he certainly has no peer in this country. His Mellin's Food babies are certainly attractive enough to tempt an old bachelor to commit matrimony.

THE H. B. HUMPHREY ADVERTISING Co. has been reorganized, with Mr. Humphrey as president. Mr. Chas. L. Miller, late of Plymouth Rock pants fame, is one of the new stockholders. Ever since the failure of the Stove people to settle

with Mr. Humphrey for advertising during their proposed combination, he has had an uphill road to travel, and it eventually brought about his assignment. Happily, all that is adjusted now, and the future promises to make up for the past. Business is steadily increasing, and the new company is seeking to distinguish itself as a creator of new business. All over New England are manufacturing concerns which are open to the keenest competition, simply because they do not select one article, advertise it, and lift it beyond competition. This will be the special work of the new company, and they will doubtless develop some golden egg producers for the publishers.





JAMES MACMAHON,
ADVERTISING MANAGER HOUSTON & HENDERSON.

IN A previous number we referred to the importance of Boston as a street car advertising center. We question if any city can show a better model of street cars than those in use in Boston. They are large, have wide platforms, perfect ventilation, and splendid light at all hours. The Broadway cable in New York is about the only thing that will compare with them in point of light. And if there is a prettier sight anywhere in New York than a Broadway cable car all aglow with electric light, we have failed to see it. And it is the same in Boston. She will always remain a leader in this particular.

The street car traffic is enormous. It is said that more than one hundred and thirty-three million passengers were carried last year, and it wasn't a good year either. This is as many as were carried in London and Liverpool at the same time. When we speak of Boston we mean a dozen nearby towns like Brookline, the Newtons, Hyde Park—all suburbs, and all so closely connected that they empty their population into Boston every day. It is one of the most thickly populated districts to the square mile in the country. There is no elevated, no system of sign boards, nothing but newspapers and street

cars to reach the people. It is a great snap for the solicitor on either of these lines.

Mr. Henry L. Ayer, of Boston, does perhaps the best street car business in Boston. Perhaps we might say, except W. F. Carleton, but Mr Carleton spreads all over the country, has an enormous capital invested, and takes big risks and leases, while Mr. Ayer simply captures the



C. F. DAVID.

business and pockets the profits. His interests are so great, however, that he is able to make all sorts of combinations everywhere, and is in a position at all times to make the most of a situation. None of the companies can afford to ignore him, and I think he is better off than to have all the responsibility that goes with direct ownership.

Mr. Carleton's interests in the East are lessened in comparison with former times. But he is the



MR. FURBUSH,
ADVERTISING MANAGER VOSE & SON, PIANOS.



MR. BRAGDON.

pioneer in this work, and he will simply transfer his energies to some other field. Mr. Robert Burnett is destined to become a factor in this business, having formed a copartnership with Mr. Wineburgh and Mr. Elliott to take up the lease of the West End Street Railway, which expires on August 1st. The combination is organized under the title of the Union Street Railway Co., and they now practically control New England. Considerable regret is expressed in Boston over Mr. Carleton's failure to secure a renewal of this lease, as he is remarkably popular among the solid men of Boston; but he accepts the fortune of war philosophically. He has already acquired a competence, for the world has used him well.

MR. FRANK B. STEVENS has done some notable work, some of which we already have had the pleasure of reproducing.

THE most distinguished printer in Boston, from an artistic point of view, is undoubtedly Mr. Henry G. Collins, or the Collins Press, as he calls himself. In the arrangement of booklets,

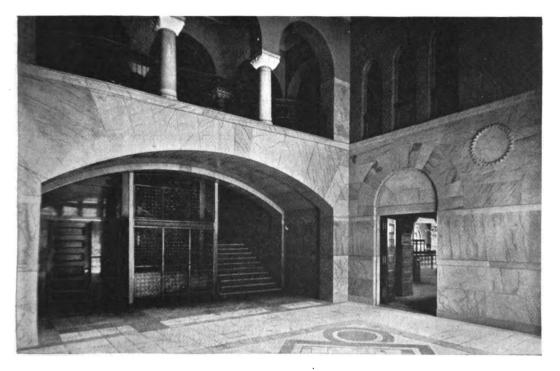
pamphlets, etc., Mr. Collins shows the instinct of the true printer, who is born and not made. His taste is excellent, and he reflects credit on the Hub. Nothing is more depressing than slovenly printing, and good work is not necessarily excessively high-priced work. Mr. Collins' skill is more apparent in the setting of types that harmonize, and in the excellence of his finished work. No slugs or "type off its feet" are ever discernible in a Collins job, and his twocolor work is excellent. He gets out about all there is in a job, and in consequence has prospered mightily. He is a tireless worker, keeps everlastingly at it, and is spreading over all the adjacent buildings. The specimens which we reproduce are only a slight intimation of the taste displayed by the Collins Press.

Our large retailers in dry goods in this city seem to have but one object in life, so far as advertising goes, and that is to see how closely they can imitate the advertisements of their competitors. The result is that there is not one of them all in any sense conspicuous above the common



A TITLE PAGE BY THE COLLINS PRESS.

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HALLWAY IN YOUTH'S COMPANION BUILDING. MR. FORD IN THE ELEVATOR.

herd in the public eye. Cut out the names in any of their advertisements and it is impossible to tell whose advertisement it is.

So it is largely with the ready-made clothier. I know of one prominent clothier who writes his own advertisements, and he begins by sending for all the papers, with the remark, "Now, let's see what the other fellows are doing," and then gleefully constructs his advertisements to embody as many of the other fellows' ideas as he can. The Standard Clothing Company has been an exception to this rule, but have lately succumbed to the temptation to lose themselves in the procession. Modesty compels the writer to mention the name of the Plymouth Rock Pants Company as an exception to this rule. Their advertising has at least attempted to be sui generis.

Our old friend "Cuticura" has evidently repented of her evil ways, and is making a strong effort to be good and join those who are truly virtuous. She appears now only in the company of blushing maidenhood and sweet maternity. I believe the public are going to show their appreciation of the reform in Cuticura's character by increase of patronage.

INDIVIDUALITIES.

S. CARVAHLO, publisher of the New York World and the nearest man to Joseph Pulitzer, was once a reporter on the Mail and Express.

MAJOR MCKINNEY, despite his military title, is a Quaker and the son of a missionary. He earned his epaulettes in a newspaper write up.

Some men persist in showing their intimacy with Mr. Ayer by calling him Frederick or even Fred, which intimacy is somewhat offset by the fact that his father forgot to give him that name at all. In Philadelphia he is called N. W. Ayer & Son; in Camden it is Francis Wayland Ayer, and among his intimates it is simply Wayland.

THE celebrated case of Clegg against Rowell, recently decided against Rowell to the extent of thirty odd thousand dollars, was on the calendar nearly a quarter of a century. Rowell used to say of Clegg, "Oh! he weighs only ninety pounds. This suit will finish him." But Clegg lives today, looking better and weighing more than



MR. H. O. HOUGHTON, BOSTON'S FAMOUS PUBLISHER.

ever. Rowell must be impressed with the singular appropriateness of the latest London song:

Linger longer, Lucy, longer linger, Loo! Do you weigh but ninety; and am I fooling you? Longer linger, Lucy, linger longer, Loo! Longer linger, linger longer, longer linger, Loo!

MR. ROWELL'S disparaging remarks anent the New York Weekly Tribune must be taken with a grain of salt. Probably no man in the advertising business ever received such castigation at the hands of a publisher as was administered by the Hon. Whitelaw Reid to the Hon. George P. Rowell, and the sting of it lingers still.

LYMAN D. MORSE, who has been absent more or less during the winter, has recently returned from the South much improved in health.

FRANCIS G. PRATT, JR., whose death occurred in Boston some two weeks ago, was a remarkable man in many respects. He entered the service of the *Companion* in 1877, shortly after the property had passed into the hands of its present owner, Daniel S. Ford. He came from Estes &

Lauriat, where he was a sort of general shipping clerk. Francis A. Wilson, fresh from his uncle's book store in one of the hill towns of New Hampshire, was his chief assistant at Estes', and it was quite natural in looking around for a collaborator in his new position that he should select his old colleague. It is a singular coincidence that neither Mr. Pratt nor Mr. Wilson should now be with the Companion.

Mr. Pratt was comparatively a young man at the time of his untimely end. He impressed the passing stranger as a man of retiring disposition, grave and taciturn. He could not bend nor thaw out to the multitude. He had none of the qualities of common popularity, yet he inspired a strong feeling of respect and of enthusiasm for the work among those with whom he was in daily contact.

There is something unusually sad in the sudden ending of a life so full of work, so full of promise. Forty-three years seems but a day, yet the golden bowl is broken and the silver cord is loosed.

MISS VIRGINIA FRAZEE, the well-known advertisement writer, has recently accepted a position with the Herbert Booth King Publishing Company, and will devote her attention to the preparation of advertisements for the patrons of Fishions.



MR. A. E. SPROUL.



HALLWAY IN THE JOHN HANCOCK BUILDING.

COUPON NEWSPAPERS.

BY EDWARD W. BOK.

THERE are two classes of dry goods stores.

One with a "bargain counter" tendency, to which the women flock in droves—but only so long as the bargains hold out. Then, I have noticed, they return to, and bestow their best and permanent patronage upon, the other class of stores; that class which offer the best of everything at good prices and never deviate from that policy. The first class of stores depend upon spasmodic custom, and make a temporary success; the other class depend upon a steady patronage, as solid in what it buys as it is permanent in its constancy.

So there are to-day two classes of newspapers. Both are reputable. But one class is taking up the "coupon system," and is drawing a certain increase of circulation from a certain clientele which always stands ready to take advantage of anything that looks as if it were getting either

something for nothing, or something cheaper than its neighbors. The other class of papers simply go on the even tenor of their way, publishing the best newspaper they know how, and convincing the reader, with each issue, of the efficiency with which they fulfill their mission.

That the newspapers who have been led into the present craze for "coupons" are making a mistake, is apparent to every conservative man of good judgment and business acumen. No "coupon" invented, or what it called for, ever aided a single periodical. On the contrary, it has injured in the long run every paper that has taken up with the idea. And that the better class of newspapers have of late been led into the error does not make the mistake any the less. It will make the error more apparent when the glitter is rubbed off, and the real substance comes to the surface.

THE injury worked by the "coupon" idea is threefold:

FIRST.—In the estimation of the reader, a newspaper taking up the "coupon" idea at once suffers in reputation. The best class of the readers will not take up with it, and to them the space devoted to the explanation of the scheme is just so much space taken from them which should be devoted to news. Some resent it unqualifiedly. Others are antagonized, but excuse it partly, because they presume "the paper is feeling the times, and must get back what it has lost in some way."

To the average reader, the tacking on of any coupon or gift scheme is always a confession of weakness on the part of the paper. And it is. "If the paper were making money," the reader rightly argues, "the necessity for a scheme would not exist." No newspaper ever yet took up with any free gift scheme, "coupon" or otherwise, but it cheapened itself in the eyes of the best class of its readers, and depreciated its own value. There is always a taint about giving anything away free, or offering it too cheap.

SECOND.—The "coupon" newspaper suffers in the eyes of the advertiser, because every shrewd man who advertises knows that the increased circulation secured by a bolstering-up process is only temporary, never permanent, and has no value to his advertisement. The class which it draws is not that which the advertiser seeks. The class attracted by the present "coupon" newspaper system cannot indulge its tastes. It cannot afford to buy a fifty-cent or a dollar book, hence it is attracted by a device to get it for a few "coupons" and some pennies. With such a constituency there is no quality. And it is the advertiser who seeks after quality rather than quantity that can afford to spend the largest sums in the newspapers. The character of his goods warrants a liberal outlay in making them known. A good margin of profit always makes a liberal advertiser.

THIRD.—The newspaper suffers itself, since the free gift or "coupon" pace, once begun, must be carried on. The public to which the "coupon" system appeals is precisely the same that goes to see a sword-swallower. But next year, in order to attract the same crowd, the showman must have somebody who swallows two swords. If it is part of a book which a newspaper gives away this year, it must be an entire book next year.

The following year it must be something else, but it must be something greater than was offered last. Give away a "yard of roses" one year, and the following year you must give away two yards, and the third year a whole garden. Drop the roses, and the circulation drops.

The "coupon" system is nothing new. It has simply been rejuvenated. Years ago it was tried, and in every case a loss was felt—a loss so great in some cases that two papers have never recovered from it, although ten years have passed since they were led into their error.

T is not an exaggeration to say that no newspaper ever attained success by the distribution of chromos, insurance policies, book coupons, or by the introduction of anything but legitimate business methods. The only healthy progress upon which a permanent success can be raised is that which a newspaper, weekly or magazine wins by its own intrinsic worth. A man pays one, two or three cents, as the case may be, for a newspaper-something which will tell him what has been going on while he was asleep during the night before, or at business during the day. He buys it for what it is, a news gatherer, something which he is not. He pays another man for what either he cannot do, or has not the time to do. And the paper which shows its capacity for doing this in the best manner is the one which will be bought the most. The capacity in a newspaper to interest a man day after day, is its truest and best test. This cements itself within his confidence so that, after a while, he feels a day lost when he has not read his paper. That is the true success of a newspaper, making the best of what it pretends to be. That is the paper that holds the reader against all competitors. It is the paper that commands the solid respect of the advertiser, and holds it on a permanent basis. And it never detracts from itself by side issues or offers. It fastens the eye on what it is itself, and never diverts it by what it gives away. It is the newspaper of actual quality more perhaps than of circulation quantity. But the advertiser whose business is worth having, and whose bills are the longest at the end of the year and best paid, is the advertiser who seeks not the quantity of papers sold, but the quality of the people reached. And this, the strongest recommendation for a newspaper, is nullified by the "coupon" system, which can claim as its sole and only benefit the very thing which influences the best advertisers the least.



ANOTHER SPECIMEN OF BOSTON BUSINESS ARCHITECTURE.

EMERSON PIANO CO.'S NEW HOME.

SUMMER RESORT ADVERTISING.

BY CHAS. F. WINGATE.

AM asked to write a few lines for ART IN ADVERTISING on the above topic, so here goes.

My experience covers the last seven years, while I have had charge of the advertising for Twilight Park in the Catskills, and of two other summer places, in Sullivan county and on the north shore of Long Island. It may be summarized under these points:

First. I have found it does not pay to advertise on a small scale, but better results come from taking sufficient space to tell one's story fully and clearly in good type without waste of words and in an interesting manner. I have inserted a small card for a year in certain papers without a single response, and then have received \$1,000 from a \$20 advertisement. Yet I think it is a great mistake to say too much, or to crowd an advertisement with small type. Half a page is often as good as a page, and sometimes four

quarters are better. Yet, while repetition brings cumulative results, and "keeping everlastingly at it brings success," there is a certain power in a big ad. like the impact of a heavy cannon shot which cannot be resisted.

As the result of \$2,546 outlay, I can trace a direct cash return of \$10,580, while several single advertisements have brought back fifty times their cost, not to say anything of the great indirect results which followed.

I have also found that the best mediums are most profitable, and cheap advertising never pays. The largest returns have come from the Evening Post, The Outlook, Churchman, Nation, and Business. Often people have waited for years before they were influenced sufficiently by reading my advertisements to respond, and this shows the effect of persistency. It is the tenth, sometimes the twentieth insertion, that fetches the buyer. I read Rogers, Peet & Co.'s advertisements for years before I became a customer, and now I buy almost everything I wear from them.

Most summer resorts are advertised in the spring, but one need not do what everyone else



INTERNATIONAL TRUST CO. BUILDING.



HENRY LOWELL MASON, MASON & HAMLIN ORGAN CO.

is doing, but for the sake of novelty follow a quite different course. Two years ago I began to advertise in October in the *Churchman* and *Christian Union*, which resulted in \$1,050 sales within a fortnight.

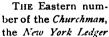
Surprising results often come from unexpected sources. I once took a \$15 space in a health journal with a very small circulation, and within two days sold \$400 worth of lots. On the other hand, some excellent mediums have never returned a single cent after years of trial.

My whole theory of advertising is to cultivate individuality, strive in every way to be interesting, never exaggerate, but rather understate facts. and "keep pegging away" in the same mediums until you strike fire. I have repeatedly had total strangers send me sums ranging from \$100 to \$600, with a request to invest it as I thought best; and such confidence comes only from absolute frankness and truth-telling, both in advertising and in dealing with the public.

This is my little say, and, as Carlyle wrote to the autograph fiend, in replying to a request for his signature and a sentiment, "Much good may it do you."

THE new form in which *The Christian at Work* appeared with the Easter number is to be a permanent change. The regular design for the front cover is very artistic, and the general ap-

pearance of the paper much handsomer than before. The Christian Work, as it is to be known hereafter, has always enjoyed very liberal patronage from the leading advertisers, and the well-filled columns of the Easter number show their appreciation of its space.





C. S. WADY.

and *Harper's Bazar* are worthy of special commendation. In each the advertisements are remarkably well arranged and splendidly printed.

It was refreshing to spend a few minutes with Mr. Bragdon, the advertising manager of Farm-Poultry, even though you endanger life and limb in climbing the rickety stairs to find him. He had just got out the "banner" number of his paper, and was congratulating himself on the fact that it contained over seventeen thousand lines of advertising matter, besides some specially interesting articles in the reading columns. The Farm-Poultry is ably managed.



JOHN P. LOVELL.



Here is a little verse from Life which is enough to drive the Hon. J. A. R. Studwell to drink:

EATH and the Devil met one day, And both began to discuss the way That each would like to travel. Said the Devil, "Give me a coach with cushions

of fire.

Stuffed with the bones of perished souls, With wheels of brimstone, with red-hot tires, And horses with eyes like burning coals." Said Death, "That may do very well, But it strikes me, old boy, it'll look like H--! As for me," and he laughed, "Ha, ha! Oh! give me a Brooklyn trolley car!" -CHIP in Life.

HE franchise of the Brooklyn Union Elevated Road has been awarded to Carleton & Kissam, at an average rental for five years of about \$42,000. Mr. Hugh J. Grant's bid was \$30,000 and Mr. Gilroy's \$30,100. The former lessee bid \$36,000. The successful bidders are required to purchase the existing plant at \$30,000 in addition to the rental, which adds

\$6,000 per annum to the figures mentioned above.

The price seems high, but as Carleton & Kissam's bid calls for a rack fifteen inches deep if desired, there may be a change in the card size from the standard 11 x 21 inches to 15 x 15. This will still permit an effective display and yet allow the use of more cards to the car. Considerable satisfaction has been expressed at the decent treatment everyone received at the hands of the Brooklyn people. For once at least there was no thimblerigging and no backing and filling. Every bid was accepted on its merits and the highest bidder got the franchise without further comment. Brooklyn is fast becoming a leading center in street car advertising,

and it is pleasant to note the contrast between Brooklyn methods of business and New York methods, as exemplified in the recent Third Avenue deal. No one blames Mr. Gilroy for taking advantage of every opportunity offered, but nothing but contempt is felt for a company who uses the highest bid merely to work it against a lower. The following is a complete list, up to date, of the cars controlled by Carleton & Kissam:

Brooklyn Union Elevated R. R. Co. Brooklyn, N. Y.
Mt. Auburn Cable Ry. Co Cincinnati, O.
Hamilton Street Ry. Co Hamilton, Canada.
West End Street Ry Boston, Mass.
Lynn & Boston Railroad Boston, Mass.
Lynn & Boston Railroad Lynn, Mass.
Lynn & Boston Railroad Salem, Mass.
Globe Street Railway Fall River, Mass.
Brockton Street Railway Brockton, Mass.
Lowell & Suburban Ry Lowell, Mass.
Lowell, Lawrence & Haverhill R. R. Lawrence, Mass.
Lowell, Lawrence & Haverhill R. R. Haverhill, Mass.
Union Railroad Providence, R. I.
Consolidated Cincinnati Rys Cincinnati, O.
Mt. Adams & Eden Park Inclined Ry. Cincinnati, O.
New Jersey Traction Newark, N. J.
Citizens' Traction Pittsburg, Pa.
Pittsburg Traction Pittsburg, Pa.
St. Paul City Railway St. Paul, Minn.
Consolidated Street Railroad Columbus, O.
Elizabeth Street Railway Elizabeth, N. J.
Duluth Street Railway Duluth, Minn.
Superior Rapid Transit Ry West Superior, Wis.
Citizens' Street Railway Kalamazoo, Mich.
N. F. & Susp. Bridge Ry Niagara Falls, N. Y.
Milwaukee Street Railway Milwaukee, Wis.
Steinway Ry. Co Long Island City, N. Y.
North & East River Ry. Co New York.
Madison City Railway Madison, Wis.
Buffalo & Tonawanda Ry Tonawanda, N. Y.
West End Street Railway Denver, Col.
Denver City Cable Ry. Denver, Col.
West Chicago Street Railway Chicago, Ill.
Chicago Passenger Railway Chicago, Ill.
North Chicago Street Railway Chicago, III.
Third Avenue Railroad . New York

125th St. & 10th Ave. Cable Railway . New York.
Central Crosstown Railway New York.
Bleecker St. & Broadway Railway . New York.
Sixth Avenue Railway New York.
Christopher & 10th St. Railway New York.
Brooklyn City & Newtown Ry. Brooklyn, N. Y.
Newark & South Orange Ry Newark, N. J.
Rochester Railway Rochester, N. Y.
Buffalo Railway Buffalo, N. Y.
Minneapolis St. Railway Minneapolis, Minn.
New Jersey Traction Elizabeth, N. J.
Paterson Railway Paterson, N. J.
Hamilton & Lindenwald Elec. Transit Hamilton, O.
New Brunswick City Ry New Brunswick, N. J.
Springfield Railway Springfield, O.
Second Avenue Pass. Railway . Pittsburg, Pa.
Albany Railway Albany, N. Y.
Plainfield St. Ry Plainfield, N. J.
Buffalo, Bellevue & Lancaster Ry Buffalo, N. Y.
Buffalo & Williamsville Ry. Williamsville, N. Y.
Newport St. Ry. Co Newport, R. I.



MR. CLINTON ELLIOTT, ONE OF THE NEW OWNERS OF THE BOSTON ROAD.

SINCE the awarding of the contract to the Gilroy-Wineburgh combine a change has occurred between the two and whatever agreement existed or was pending has been declared off by Gilroy. There is likely to be quite a rumpus between these gentlemen ere the issue is settled. Mr. Gilroy says Mr. Wineburgh is out. The latter retorts that the former's saying so doesn't necessarily make it so. Mr. Gilroy also claims an interest in the Boston franchise, and Mr. Wineburgh tells him sarcastically to claim the earth and be done with it, or words to that effect. Mr. Gilroy, however, takes the Third Avenue cable road alone, aided and abetted by the sainted

Rosenfeld, who will be engaged as chief "pullerin." It is a pity that Mr. Gilrov at the outset of his career in this business should not have been able to make a more popular selection for his most important representative. He cannot excuse himself on the ground that all he asks is a man who can do the business. He will find that the advertiser demands something more; that character and reputation in this business counts for as much as it does in coffee or anywhere else. This is a new venture for Mr. Gilroy, but he should not deliberately detract from the dignity of the profession by assuming that any old hack will do for getting orders. Mr. Rosenfeld, however, has promised to forsake the old tricks that rendered him so justly unpopular, and if he proves by his deeds the sincerity of his motives, no one will congratulate him on the change more than ourselves.

As Mr. Gilroy will doubtless be more or less of a factor in the business it will be interesting to know something about him. He is a man of about two and thirty, and at present is the head of the O'Donohue Mercantile Company, the great coffee concern founded and conducted for many ' years by Mr. Joseph J. O'Donohue. He is the head and front of the business, Mr. O'Donohue having retired some time ago. This is the only interest demanding his personal time in which he is engaged outside of street cars. He wears a small blonde moustache, a silk hat, and is dressed a la mode. He has a good face and will doubtless be a popular man in the trade. As all the world knows, his father is Mayor of New York.

Mr. Wineburgh has returned from his Southern trip, and his office bears evidence of a pleasant vacation spent in Florida and Mexico.

ALL the signs in the Third Avenue cable cars look delightfully fresh and neat. The H O and Castoria signs—white letters on a dark blue ground—add much to the appearance of the entire line. It is a pity that these advertising spaces are built on so much of an angle, as it is really impossible to read the small-letter signs without standing close to them. Advertisers should took out for this and profit by the successful appearance of the two above-mentioned announcements, which are plainly read from the farthest end of the car.

DAOWN EAST.

H. Gannett, the publisher of Comfort, is not the same man he was five years ago. And no more singular case of intellectual development has occurred during my observation than the one now under discussion. Imagine, if you please, a man who had passed his thirty-fifth year with no further knowledge of business than was afforded by the narrow compass of a small retail store devoted to the dissemination of fruit, nuts, candy and toys for the delectation of the youth in and around Augusta. True, he had given evidence in many ways of

the inherent ability which ultimately was to come to the surface, but I venture to say that if anyone had predicted the change that was to come over his fortunes, by his own efforts, in so short a time, Mr. Gannett would have dropped dead from sheer fright.

In the candy store days Mr. Gannett worked twenty-nine hours out of twenty-four. When he got into Comfort he made it thirty-six. Night after night I have known of him sitting up until the hour of dawn, writing, planning, scheming for the journal which was destined to create such a furore in the publishing world. There is no fake about Comfort. Every ar-

ticle in Comfort is bought and paid for.

Its Nutshell Prize Story Club is one of its original features, and in this department it publishes the best short stories that the most liberal prize offers and widest competition can secure. When it is considered that the paper pays \$35 for a prize tale of one thousand words (and frequently from \$100 to \$200 for a special article of no greater length), the fact can be appreciated that in a single week as high as six thousand stories have been submitted in competition. Its Palmistry Club and Astrology Club are also popular features originated by *Comfort*. It doesn't use

a line of syndicate or second-hand matter; doesn't decorate with old electrotypes, and in a word, has no paste pot and scissors attachment. It has its own corps of special artists, and every illustration as well as every line of matter is original and specially prepared for the constituency to which it caters—The People. It is as much apart from what is commonly regarded as an Augusta publication as the moon is from green cheese. Its circulation is not purchased from the seedsman at so much per thousand names. During the year of 1893 upward of \$50,000 was spent in ad-

\$50,000 was spent in advertising the paper alone. Comfort is a bold advertiser. It takes full pages usually, and its announcements always offer some special inducement, so that the cash returns frequently average \$3,000 per There is no other day. way of getting a legitimate circulation than by paying for it. It comes high. Good things usually But like all good things, it is worth having when you've got it. prints now an edition of a million and a quarter, which is concededly the largest circulation in this country, if not in the world, though possibly La Petite Journal of Paris, with its branch offices.



WILLIAM H. GANNETT.

prints more. It caters to the people that God loves, to paraphrase Mr. Lincoln's famous aphorism; it reaches the plain people, "the mighty middle classes," to quote from Comfort's own language, and though it was originally designed for the country, lapse of time and increased experience has enlarged the scope of the paper, and it is now circulating in the cities very much as the Ledger in the palmy days of the elder Bonner. And yet there is no news stand sale to speak of. Occasionally an order comes in from Brentano's or the News Company, doubtless from some traveling member of the Nutshell



POST OFFICE, AUGUSTA, ME.

Story Club, or one of Aunt Minerva's admirers, but the entire business goes through the mails. There are to-day between nine hundred thousand and a million paid-up subscribers on the books of *Comfort*, some for one, others for two years. And then there is the immense number of trial subscriptions, aggregating from two to three hundred thousand, which are produced by the advertising.

Comfort owns its own building in Augusta. It is two hundred feet long and is located on the bank of the Kennebec. It has its own manufacturing plant under its own roof, and employs altogether about two hundred persons in its various departments.

The editorial rooms are located in handsome offices in Boston in the famous John Hancock Building. Its editor is a man of world-wide experience, whose genius, ability and originality render him one of the best equipped men in America for the position. He thoroughly understands the wants of his readers, and meets them regardless of expense. Every article is prepared by a specialist on the particular subject treated, and is the best to be procured. It is the aim to have every number contain original matter of special interest to every member of the family in

city, town or country, and its entire contents are copyrighted.

Mr. Gannett possesses rare judgment in the conduct of his business, yet his brains after all come by inheritance. His office contains a secretary 150 years old, the property of one of his ancestors. The Gannetts are one of the oldest of New England families and boast a distinguished line of ancestry. He is a cousin of Henry Gannett, of Washington, D. C., Chief Typograper of the United States. The late Dr. George Gannett, founder of the Gannett Institute in Boston for the liberal education of young women, was a connection of his. His grandfather was a graduate of Harvard and member of Congress in 1807, and his mother's grandfather, Judge Howard, was the first settler and commander of Fort Western in Augusta—a leader in commercial and political affairs in that section in the good old revolutionary times. He entertained at his "Great House" Benedict Arnold, Aaron Burr and others on their memorable trip to Quebec.

One of Mr. Gannett's uncles served four years as mayor of Augusta, and another uncle was harbor master of New York for some years. But this is not the time or place for pedigree.

A JOKER in Chicago recently sent pictures of W. D. Howells, and Archibald Forbes to the police of that city to have them identified. The almost unanimous verdict of the police was, that while the faces were not in the rogues gallery, they were undoubtedly crooks, which shows

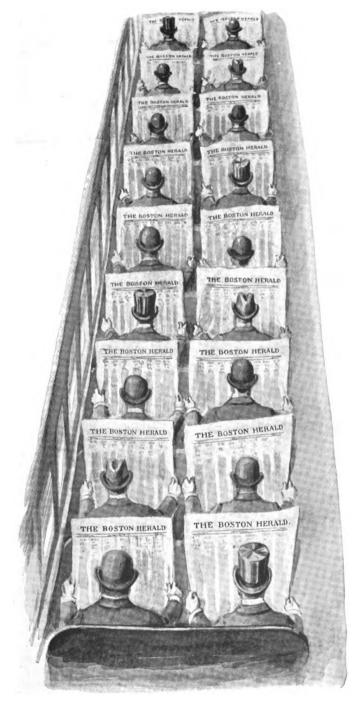
how easy it is to see what you want to see or expect to see.

Mr. F. S. Pres-BREY has resigned the management of Public Opinion, in Washington, in order to accept the position of business manager for the Forum, and is now permanently located in New York. Mr. Pres brev has for some time been a stockholder and director of the Forum Co., and the latter



AN AUGUSTA MAIL CARRIER.

is certainly to be congratulated upon having secured the active assistance of a man so thoroughly equipped for the work. In leaving Public Opinion Mr. Presbrey retains his stock interests in that periodical.



THE SOLID MEN OF BOSTON READ THE HERALD.

Rengpurer Kingertiging

CHANCED to suggest to a friend, not long since, the trial of a certain fine toilet soap (nameless except at our regular rates), and in concluding my praises of its virtues I innocently remarked that it seemed to be widely advertised.

"I make it a point," was the emphatic reply, "never to buy anything that I see advertised."

There was an exasperating conclusiveness about this, and at the same time an assumption of superiority in her tone that made me feel, for the moment, decidedly uncomfortable. I felt that I was a very commonplace young woman indeed, to go reading soap advertisements and then buying and using the soap, to say nothing of recommending it to other people—people who "always use white Castile, you know," or swear by a nice little brown piece of Pears'. doubtedly it was very bad form to notice soap advertisements. I felt this way for about ten seconds, and then it occurred to me that my friend had said something particularly stupid. I didn't tell her so; I only thought it-and I've thought more about it since.

Her case is not an infrequent one by any means. I often meet people who express a similar prejudice against advertising; who adopt toward the whole business a "can't catch me" attitude that is nothing short of mulish. The lady in question did not mean, of course, that she never used advertised articles. In that case she might find considerable difficulty in keeping the household machinery in running order, but she meant that she could never be induced to ask for an article simply from having seen it advertised.

This class of unbelievers is small, comparatively, and is diametrically opposed to the great army of "gullibles" who are waiting anxiously to be taken in by every advertising imposition that comes along. There is an intermediate class, however, which takes its advertisements sensibly. I belong to this class myself. I like

to try new things. Why should I go on taking my oatmeal straight to the end of my days, if I can have a delicious substitute by asking (and paying) for it? If I read that "Oatine" is a delightful new breakfast food I feel perfectly willing to give "Oatine" a trial, and ten to one it is all the advertisement says and I am glud to know about it.

I AM indebted to a newspaper advertisement for my acquaintance with a certain wavy-edged bread knife and carver. When I read about them and looked at the cut, showing the wavy edge, do you think I threw my paper on the floor and made offensive remarks about humbugs and fool-notions, and explained to the family the reason why a wavy edge wouldn't cut bread or anything else? Not much; I stopped at a hardware store at my first opportunity and provided myself with a set of the queer looking knives, and I have wondered ever since how I managed so long without them.

And then the soaps. If I see a particular brand announced in the magazines and papers, and announced in good style, I am very much inclined to ask for that soap the next time I buy. It is usually an excellent article, and I rejoice in my escape from the tyranny of white Castile and Pears'.

We all know the housekeeper who can't be in duced to try anything new. It never seems to occur to her that there may be an improvement in clothes pins and tack hammers and ice-cream freezers, and that perhaps there is some virtue in a labor saving washing powder. Oh no! she likes "the old ways" best. Nothing can be any better now than it was twenty-five years ago, and these muchly advertised articles are delusions and snares, every one of them.

Show her a clever little invention for beating eggs and she will examine it with scant interest, telling you "she always uses a fork" and that





"those patent things are more trouble than they're worth."

There are numbers of most excellent articles on the market which should find their way into every household. There are various improved food-preparations and innumerable labor-saving devices which deserve the attention and patronage of every housekeeper.

CARL G. ZERRAHN.

WHILE admitting that I am highly susceptible where advertisements are concerned, I must make an exception in the case of one particular kind. The advertiser who makes a point of crying down all competitors in his frantic effort to elevate his own commodity has no share in my good-will or interest. If I am advised not to buy anything else and warned that every other brand but his own is a fraud, I have no further use for that man or his article.

I'r seems to me the criticism of advertisements is sometimes overdone. A writer in a recent number of an esteemed contemporary finds, in a poor little three inch single column newspaper advertisement, material for a column or so of criticism.

The announcement in question is that of a dry goods house, and the advertiser has evidently tried to mention every article in his store, together with the price pertaining thereto. The result, of course, is a good deal of crowdingalways deplorable in any sort of advertisement -and as there is a painful lack of "expert" treatment in the general arrangement, the announcement taken altogether is not what you might call a success-from the critic's standpoint. But is there no other point of view? Why should the "expert" or the writer on advertising have things all his own way?

At the risk of being condemned for heresy, I am going to uphold that poor little ad. and assert

my belief that it was a good one for business. The house is a large one, and is situated on a far west-side avenue. Its proprietor caters only to a lower class custom, and has an extensive patronage. It would be useless for him to appeal to a higher class of buyers unless he moved into a fashionble part of town and changed his stock. As it is, he has an excellent trade. His customers are not particular about the style of his advertising; the name at the bottom of the space, in big black letters, is all that is needed to attract their attention or anybody's else and they enjoy reading the crowded particulars. Then why should this man, except for purely æsthetic reasons, get up elaborately arranged advertisements?

His statement is adapted to his custom and that's all that's necessary.

THAT the bargain counter doesn't flourish exclusively for women is a fact not so generally known as it should be. A week or two since, a large Broadway dry goods house announced in the newspapers a sale of gentlemen's neckties, to be held on the following day. Chance (not neckties) took me into that store at halfpast eight o'clock the

next morning, and



MR. FRANK A. DAVIDSON. OF THEODORE METCALF CO., BOSTON.

there, to my amazement, I witnessed the sight of a bargain counter crush composed entirely of men. They hauled and pushed and reached and held their trophies aloft in true bargain counter fashion, and in no way that I could discover behaved a bit better than women do under similar circumstances. If you think newspaper advertising doesn't pay, l'd advise you to follow up one of these special announcements.



F. A. McDONALD.



MR. EDWARD L. PREETORIOUS, JR., OF THE WESTLICHE POST, ST. LOUIS.

THE RUSSELL PUBLISHING Co., which recently got into difficulties through their unfortunate connection with another printing house, will soon be reorganized with plenty of capital to back them. They told us that during all the trouble they still kept publishing their interesting papers, The Whole Family and Our Little Ones, and that the subscriptions keep pouring in, giving them great encouragement and a bright outlook.

MR. W. H. WRIGHT, JR., the Buffalo publisher. has scored a success in his handsome book, "Some Advertising that Advertises." The book is issued in the interest of wide-awake advertisers, and leaves nothing to be desired in the originality and practicability of its suggestions and the beauty of its make-up.



ERY experienced advertiser has, of course, well founded prejudices in favor of some particular advertising medium. Perhaps he swears by the newspapers-or very likely he swears at them and pins his faith to outdoor display, circulars or something like that. Or again, he may have found it profitable to use a variety of mediums. But whatever his own methods may be, he should not be so quick—as he usually is—in condemning all others. Every medium has its own peculiar advantages, and it is utter nonsense to cry down any legitimate advertising method simply because it has failed to fit your own case. The newspapers and magazines are of course invaluable to most advertisers, and so, too, is the insistent, ubiquitous sign-board, but neither of them has a monopoly of the field. (In a literal sense, perhaps, the sign-board has the "field," and it also possesses certain advantages over every other form of advertising.)

In speaking of "sign-boards" I find that I am thinking particularly of the various announcements which follow us in our travels through the country and greet us from every fence and barn within eye-shot of the railroad. There's nothing like those signs, after all. They have such an independent, business-like air about them. They are obtrusive, and at the same time, knowing your hurry, are brief and to the point. You are on your way to New York and the sign hastily suggests "Jones the Hatter." It doesn't urge you to "write for particulars" (mentioning barn roof) or anything like that; it simply lets you know that Jones the Hatter is there if you want him. To country people especially these roadside hints are a source of interest and assistance in their shopping trips to the city.

There is nothing that equals outdoor sign painting for carrying the name and fame of an article into out-of-the-way places and keeping them before the eyes of the natives. It is true that the newspaper gets almost everywhere nowadays, but there are many people who will read signs and never read a paper. It is to be regretted, however, that the knight of the paint pot is invariably so devoid of any æsthetic sense that he feels no compunction whatever about scoring his achievements on the very face of Dame Nature herself. If he only could be persuaded to confine himself to fences, woodsheds, and roofs, sparing the trees and rocks, what a comfort it would be.

A GOOD story of Hamlin Garland's is that of the old Western farmer who, without consulting his wife, is induced to lease the roof of his new barn for advertising purposes. In exchange for this privilege he accepts a large quantity of the patent medicine, the virtues of which are to be blazoned on his new shingles, and which he proposes to sell among his neighbors at a goodly profit.

His wife, however, when informed of it, looks upon the transaction with high disfavor, and lapses into a state of eternal nagging, which makes the old fellow's life a burden, the bottles meanwhile being banished to the barn, already gorgeous in its new decoration.

The farmer's first attempt at peddling the medicine is met by the discouraging disclosure that every man in the county has completed similar arrangements with the wily advertising man, i.e., traded space for bottles, and that the Great Specific is a drug on the market in more senses than one.

Then, and not till then, does he realize that his old woman has taken the proper stand in the matter, and that a new barn with a free advertisement on its roof is not altogether a satisfactory possession. In the end he arises by night, and, with paint bucket and brush, mounts the aforesaid roof and proceeds patiently to obliterate the flamboyant sign. The old lady, in the

meantime, consciencestricken and solicitous. waits below in the moonlight and her night-dress, and avers her intention of staying there until he comes This episode down. ends the somewhat strained relations between them, and brings about a condition of matrimonial harmony



MR. C. H. BOND, OF WAITE & BOND, BOSTON.

which probably lasts for all time; thus proving, (the inference being my own), that advertising usually pays somebody, somewhere, somehow.

I HAVE often wondered how it would feel to live in a little roadside cottage with "Shank's Canebrake Pills" sprawled all over the roof in colossal yellow letters, or "Take Hood's" encircling the kitchen chimney. I imagine the sensation would be unpleasant. I should probably contract a habit of repeating the words to myself, after the fashion of Mark Twain, or Bob Burdette—which was it?—in the famous "Blue trip slip for a 10-cent fare" episode, until I lost my reason.

THE sign painting field as represented by that portion of the universe bordering on the elevated road lines has been pretty well worked—worked to its fullest extent, probably. The space along the station platforms just above the tracks is occupied on the Third Avenue road—and perhaps on others—by the "Seal of North Caro-



MR. RICH, OF DEXTER SHOE CO.

lina Plug Tobacco," while the platforms them selves are crowded with signs of every color and description. The space at the foot of the stairs—most enviable position—is usually filled with handsome, framed announcements. What has become of the looking-glass sign, by the way?

That was a good one—there was never a man, woman or dude able to get by it without a second glance. Every available chimney and side wall along these roads is utilized by the advertiser, the chocolate and cocoa men being largely in evidence. Surely this is a city of advertisements!

WHEN Roy V. Somerville, of "Preferred Canadian Papers" fame, first commenced his missionary work on behalf of the leading papers of Canada in this territory, he found very quickly that his beloved country, which was a land flowing with good customers and handsome profits for the enterprising American advertiser, was surrounded by a very high fence built up of large, solid blocks of tariff restrictions on proprietary medicines and articles of general household use.

Comparatively few of the general advertisers over here cared to scale the fence in order to gather the crop of golden Canadian coin, although a fair number soon yielded to Mr. Somerville's arguments.

So this enterprising Canadian set to work to tear down the fence, and for three years has been indefatigable in collecting facts and figures as to the enormous loss of advertising to Canadian publications because of tariff inequalities.

It has been hard work to arouse the newspaper men to a realization of their losses on this account, even when it has been proved by indisputable evidence that over a million dollars each year was lost in American advertising alone, to say nothing of the British and foreign business; but at last, after three years' work, Mr. Somerville has the satisfaction of knowing that the Canadian government has been approached by a deputation of the leading newspaper publishers in Canada, representing millions of capital and thousands of employees, with a demand for a very considerable lowering of the duties affecting the general advertisers of this and other countries. And better still, there is a very good chance of the newspaper men's demands being acceded to at the present session of the Canadian parlia-

Canadian newspapers have a live representative indeed in Mr. Somerville, and both the publishers and advertisers will benefit very materially by his untiring energy as applied to this tariff question.

The Canadian creed, according to Somerville, is, evidently, "To overcome an obstacle, destroy it."



"THE WOMEN LIKE IT."

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WHY I BOUGHT THE SILVER CROSS.

A. H. PAGE.

HERE was brought to my attention last fall, with a view to my acquiring the controlling interest in the property, the Silver Cross, the magazine of the Society of the King's Daughters.

Having no previous knowledge of the property or its constituency, my investigation was from

the bottom up, and I discovered these facts in regard to it.

Here was a handsome, highclass publication, of large circulation and established reputation, which was the sole organ of a society of 400,000 registered members, and rapidly increasing, having branches or circles in over 10,000 cities and towns throughout the United States, managed by such notable women as Mrs. Margaret Bottome, Mrs. Mary



MR. A. H. PAGE.

Lowe Dickinson, Mrs. I. Davis, Mrs. Seth Low, Mrs. Lyman Abbott, etc., an organization which last year built, maintained or largely contributed to over three hundred churches, hospitals and orphan asylums, and in addition raised over \$60,000 for special work.

I found that these 400,000, while recruited from various classes, were active, energetic, enthusiastic women, many of whom were wage earners, many housekeepers of moderate means, and many again women of large wealth anxious to help along so good a work, all of highest character, of independent means, and of high purchasing power.

I found that this magazine was being taken by the leading members of all of those circles or branches of King's Daughters, and was so circulated among the others that the number of careful readers which each copy of the magazine had was undoubtedly greater than that of any other publication in the country. These facts, it seemed to me, made it a magazine of extraordinary value for advertisers. I believed that general advertisers would recognize this value, and that their experience would very soon prove this surmise correct. It seemed to me, therefore, that it was a property which would be a valuable one, while at the same time one could feel that the effort which he might put forth in building up such a magazine would be exerted in a most thoroughly worthy cause. The field occupied by it is distinctly its own. In no other publication can be

found the official utterances of its various officers, and the Silver Cross stands for the King's Daughters exactly as the Congressional Record does for the House of Representatives. For eight years it has been the recognized mouthpiece of the society, and is edited by their general secretary, Mrs. Mary Lowe Dickinson.

I have every reason to believe that within a year or so the Silver Cross will have attained an immense circulation. The King's Daughters has a list of 400,000 registered members, which is growing at the rate of three to four thousand a month, and the Silver Cross goes to every one of them this year in addition to its regular circulation. I know no other field offering so much to the advertiser as that reached by the Silver Cross. I should like to send a copy of the paper to every inquirer, in order that he may have a better idea of the publication, and what it is doing. It is well printed on good paper, with large, readable type and contains many choice illustrations.

Many large advertisers have realized the value of this field in the past and have vainly tried to buy a copy of our membership list. They are now taking advantage of the fact that we are sending the Silver Cross to every member of the order this year to cover this field at a trifling expense.

Among those who have given us orders within the last sixty days may be mentioned Cleveland Baking Powder Co., Royal Baking Powder Co., Beecham's Pills, Allcock's Porous Plasters, Packer's Tar Soap, Arnold, Constable & Co., Jas. McCreery & Co., Best & Co., Pope Mfg. Co., Warner Bros., Ferris Hams, Jas. McCutcheon, Ferris Corsets, New England Conservatory of Music, Metropolitan College of Music, Cincinnati College of Music, Stephen F. Whitman & Co., W. A. Burpee, Richardson & Robbins, G. B. Callman. Demarest Sewing Machine Co., Alfred Dolge, Wilcox & White Organ Co., G. A. Scott, Baker's Chocolate, E. W. Hoyt & Co., A. Passarge, J. & R. Lamb, E. P. Dutton, Thos. Nelson, Jas. Potts, Houghton, Mifflin & Co., Roberts Bros., International News Co., Art Amateur, Dempsey & Carroll, Meriden Britannia Co., Briggs Pianos, Delsarte Corset Co., Merwin, Hulburt & Co., Fougera, Christy Knife, Electropoise, Bon Ami, J. F. Ingalls, R. H. Ingersoll, New York & London Electric Association, Fiske's Fountains, etc.

Possibly these orders are the best answer to the question, "Why I bought the Silver Cross?"

Advertisements Received for all Newspapers, Magazines & Periodicals

Telephone No. 2243 Cortlandt. 45 SELD BATES · & · MORSE · ADVERTISING AGENCY... J. R. BATES. ETMAN D. MORSE.

Successors to J. H. BATES.

By J.C.D.

Dictated to Stenographer,

New York, April 5, 1894.

Mr. Thomas Doubtful,

Fortune's Road, Advertising.

Dear sir:-

Your 'phone received this forenoon. We hasten to reply succinctly:

You have heard of us, you say, as a large, honorable advertising agency. We admit the charge.

We have never heard or believed that our commercial integrity was assailed or questioned.

We handle a very large amount of advertising, and that it is chiefly for large individual accounts of successful and conservative general advertisers both in America and abroad is a fact. In many of these accounts the advertising in all its details is controlled by us as if we were the bill-payers, we simply using our best judgment and confining the total expenditures within the advertiser's limits.

For such services we are remunerated: first, by our pride in often compassing the hardly-to-be-expected success of the venture; second, by an agreed rate of profit for us governed by the amount of the account and the advertiser's appreciation of our services.

Of course we obtain for our clients many bargains, many of them being unobtainable by our competitors.

Now, if you desire to take your chances with us, let us know and we will make an appointment to meet you or will correspond on the subject, at your pleasure.

First, let us refer you to the proprietors of some of the following (#), from any of whom you can no doubt get the final blow, in testimony, with which to clinch a favorable contract with

Yours very truly,

BATES & MORSE ADVERTISING AGENCY.

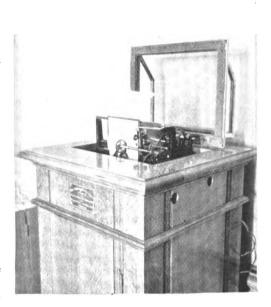
Pears' Soap, Van Houten's Cocoa, Beecham's Pills, Epps's Cocoa, Blair's Pills, Bon Marche, et al in Europe; Cuticura Remedies, Scott's Emulsion, Horsford's Acid Phosphate, Hydroleine, Colden's Liquid Beef Tonic, Dean's Pills, Buffalo Lithia Water, Angostura Bitters, Burnett's Extracts, Cleveland's Baking Powder, Brown's Troches, Pearline, Fellows' Hypophosphites, etc. Digitized by Google

WALL STREET NOTES.

HERE seems to be quite a tempest in a teapot among the fraternity in Wall Street. Mr. Seaman found, despite his manifold resources, that he was practically shut out owing to his failure to gain access to the tape ticker, which was in the hands of other partiesthe advertising privileges having been sold outright. No other course was open but to create another ticker, and as that involved nearly half a million dollars, the prospect could not be considered alluring even by the most sanguine. But whether it was the customary Seaman luck or not, his appearance was the signal for the arrival of a new machine, better, more practical, and in every way an improvement over the old tape ticker. The new Essick machine, as will be seen in our illustration, prints the message on a half sheet, is more easily read, and delivers its message complete. It has already 1,500 subscribers, and every one of them is in immediate receipt of the latest news at the touch of a finger. The great improvement in the Essick machine over the tape is the fact that the message is delivered on a full sheet so that it can all be read at a glance. This obviates entirely the tedious unwinding of the long, fragile slip of paper hitherto in vogue, and its greater practicability makes it the most popular instrument ever devised for the rapid delivery of news.

Not only is the machine itself a great adjunct to Mr. Seaman's facilities (for of course he has already obtained the advertising franchise of the new company), but among the stockholders are five of the leading bankers on the street, who are also the largest advertisers. Naturally their business will come through Mr. Seaman, and in the case of one firm alone it amounts to over \$100,000 per annum. It seems reasonable to assume, therefore, that Mr. Seaman is going to reap a reward for his enterprise in altacking a practical monopoly.

This financial advertising is something that seems to be quite different from the regular run of mercantile work. It does not come under our attention in the same way that the other does. Yet it is a large item—the volume of business emanating from Wall Street alone aggregating more than a million a year, and has hither to passed entirely through the hands of Albert Frank



& Co. This was largely due to the influence of the tape ticker. It was impossible for a competitor to get much of a foothold without this connection. There is always a demand for telegraphic information regarding reorganizations, etc., and these are more or less in the nature of an advertisement. A skillful writer and a liberal appropriation will do much to float a loan or affect a reorganization. The announcements of dividends, annual meetings, elections of officers, etc., while small in themselves, in the aggregate amount to considerable. Mr. Seaman's office is gradually working into this line, and with the aid of the Essick ticker will doubtless largely increase the amount already possible.

Railroad business has always been a great feature with Mr. Seaman, and his wide acquaintance in this direction will soon make itself felt. The trade in Wall Street is peculiarly susceptible to this prestige, and already there are multiplying signs that it is yielding to its influence.

Subscribe for Art in Advertising, \$1 per year. No deadheads.





EASTERN BUSINESS PEOPLE OUT WEST.

The above gives an example of what some of the shrewdest and most progressive of them are doing. In about the same manner as the lively cowboys brand cattle and establish absolute ownership

THEY BRAND TERRITORY AND OWN IT.

Their steed is our well systematized service; their "lasso" is the ropes and tackles with which our army of artists capture "all-out-doors" of cities, and their "branding iron" is the deft brush in our skilled hands. To thus brand a market means to be in absolute possession of its trade.

Arguments, logic and explanations in a "literary" form through the press are a good adjunct; but to gain territory, **stamp it** with your name and you will **make it yours.** The sense of sight is said to be the keenest and most practiced of the human faculties. All people see what is prominently in sight. The shortest route to public attention, public acquaintance and public patronage is to be represented before the public in a way to be seen.

This is the Giant Power of the Gunning System of ocular appeal to the entire populations of cities, and the secret of its advance and success.

Its scope is North, South, East and West, embracing a list of centers of population and business in which there are millions of trade perfectly susceptible to the influence of such a power as will command public attention continuously.

THE R. J. GUNNING COMPANY, DISPLAY ADVERTISERS.

CHICAGO, ST. LOUIS, KANSAS CITY, OMAHA, ST. PAUL, MINNEAPOLIS, MILWAUKEE,

DETROIT, CLEVELAND, CINCINNATI, LOUISVILLE.



SCOLLEY SQUARE, BOSTON.

No young man is quite so widely known to the profession at large as the son and namesake of Col. Chas. H. Taylor, of the Boston Glebe. He to a large extent directs the practical workings of the great institution. His father, of course, is always at hand in case of emergency, yet as a matter of fact the great burden of the general management is on the shoulders of the younger man. Mr. Taylor's estimate of his own achievements, however, is very modest, and he is mortally afraid of a complimentary notice. "I've done nothing, as yet," he says; "it is my father who is entitled to whatever credit may be due."

THE following letter was sent to us by Mr. Wheatley, the brilliant young advertisement writer of Chicago.

BROWNSVILLE, ILL., Mar. 5, '94.

MR. E. A. WHEATLEY, Chicago, Ill.

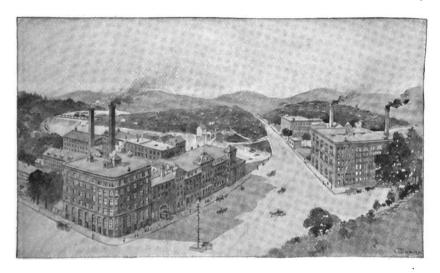
DEAR SIR Can You Learn me how to Represent a Bible with a Deck of Playing Cards, if so what will it Cost me to Learn it I wish to handle toilet soap on the street and want a good Lecture prepared or something to Draw a crowd.

if you can Learn me to handle Cards in the way I speak of, I would Like to Learn it and if not I would Like to have a good Lecture on Sore face and Pimples and Black heads Prepared. or any good Lecture that would atract the atention of the People. Pleas give me your Lowest figures. I mean to advertise the soap for Dr. Hall. Awaiting an Early Reply,

I remain Yours Resp

G. W. LAMP. Brownsville, Ill.





BIRD'S-EYE VIEW OF THE WALTER BAKER CHOCOLATE WORKS, AT DORCHESTER, MASS.

THERE is every indication that President Dodge, of the Mergenthaler Linotype Co., is making remarkable headway with his typesetting machine, and there is no consummation more devoutly to be wished than freedom from the tyranny of the various typographical humbugs. There is only one thing worse on the top of this round earth than the merciless grind of the soulless corporation, and that is the grind of the average labor organization. Newspapers all over this country have from time to time been at the mercy of as unprincipled a gang of conspirators as ever cut a throat or scuttled a ship, by reason of their unscrupulous conduct wherever their own interests are concerned. The day is not far distant when the typographical humbugs will be a thing of the past, and the newspaper will be free to conduct its business as it sees fit.

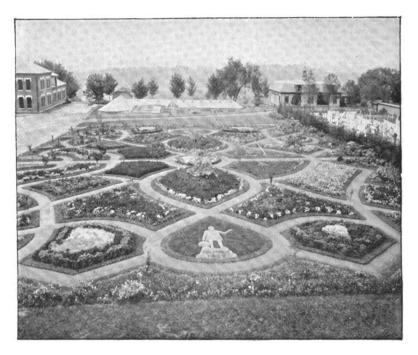
It is not within our scope to give a detailed description of the Mergenthaler Linotype. The machine is used on more than one hundred of the leading dailies of the world, and by numerous book and job printers. It is economical in the very best sense of the word, and its use is now considered in many offices where formerly the idea was scouted. One operator produces press matter for the stereotype table at the rate

of 3,600 to 7,000 ems per hour. The quality of the work can best be judged by referring to the New York World, Chicago Daily News, New York Tribune, Springfield Republican, Philadelphia Record, Atlanta Constitution and others. The saving in composition bills runs from \$500 to \$1,000 per week, according to the size of the paper.

Mr. Dodge sends out a very handsome catalogue containing many testimonials, all of which speak in praise of the new machine. If someone would now invent a brick-laying machine, a plastering machine, and an automatic sewerdigger, it will enable a number of eminent citizens to devote their whole time toward the problem of governing us instead of doing it after five o'clock as at present. No one will deny the fact that we are wretchedly governed, but you cannot expect a man to carry a hod all day long and give us real first-class statesmanship besides.

-

THE Cosmopolitan magazine has decided upon another radical change. It will shake the dust of New York City from its feet and erect a handsome building of its own, from designs by McKim, Mead & White. It will be located at Irvington-on-the-Hudson, N. Y.



This beautiful half-tone illustrates the flower beds at Danvers Hospital, in which over thirty-five thousand plants were used in 1893.

It is taken from "Flowers," a dainty brochure prepared by F. P. Shumway, Jr., for the Bradley Fertilizer Co., of Boston, and which well indicates the advanced step taken by our leading manufacturers in their advertising.

The pamphlet is a carefully written digest of the subject of fertilizers for flower and garden beds,

and is well worthy a place on every library table. The Bradley Co. issue eight different illustrated pamphlets, each of distinctive character, and the whole forming a library of rare value to any progressive farmer.

Their advertising, like their business, is conducted along modern lines, and is a great credit to both firm and author, and must have proved of marked benefit in making theirs the largest fertilizing establishment in the world.

THE OUTLOOK CO.

March 27, 1894.

Mr. H. C. Brown,

Publisher "Art in Advertising,"

New York.

I have just received a postal from Mr. F. Alcott Pratt of Roberts Brothers, Boston, demanding information as to what I had done with the last issue of ART IN ADVERTISING, which he had reason to believe I had abstracted from his den on a recent visit. He is right. I did yield to the temptation, and enjoyed the reading of the brilliant little periodical for an hour on my way home. It now becomes necessary for me to secure another copy for Mr. Pratt, which if you will kindly send him, and the bill to me, I shall be greatly obliged, whether I pay the bill or not.

Yours sincerely,

WILLIAM B. HOWLAND.

WE WERE gratified to find the American Nation and its genial proprietor and publisher, Mr. Skinner, in their new and handsome quarters at 122 Pearl Street. We used to wonder how he could accomplish any work in the old dingy office in Washington Street, where you had literally to pick your way through books, papers, magazines and typewriters until you came to a little 5x7 den with standing room only. With their new well lighted, well-ventilated and roomy floors, vigor is infused into every department, and Mr. Skinner confidently predicts that the present 125,000 circulation of the American Nation will soon be left behind. Its advertising pages are filled with clean matter and plenty of it.



IT IS NOT ALONE the signing of a contract that makes your advertising pay. We prepare the matter, select the mediums, and adjust each case with due regard to the object desired and the nature of the business. An experience covering more than forty-five years is at the service of our clients, and we feel confident that we are in a position to offer greater advantages to our clients than are usually afforded.

The purpose of advertising is to provide business. We can get business for you even in these times if you will but let us talk it over.

PETTINGILL & CO., Newspaper Advertising Agency,

22 School Street,



New and valuable ideas in advertising are as much superior to worn-out methods as the man is who smokes hams to the dude who smokes cigarettes.

Have you heard of The Traveller?

The Traveller is a new idea. The Traveller is delivered every morning in all the bedrooms and guest rooms of the following New York hotels: Metropolitan, Astor, Windsor, Union Square, Savoy, Coleman, Ashland, Plaza, Morton, Normandie, Park Avenue, Gedney, Metropole, Broadway Central, Continental, Cosmopolitan, Gilsey, Grand Union, Hoffman, Albemarle, Brunswick, Marlborough, Vendome, St. Cloud, St. James, Sturtevant, New Amsterdam, Belvidere, and United States; and the New Creighton House, Boston, Mass.; Merchants' Hotel, St. Louis, Mo.; Continental Hotel, Newark, N. J., etc., etc.

THE TRAVELLER is run as a special edition for each hotel and carries only the one hotel to which it goes in its advertising columns, and consequently no proprietor advertises any other house but his own.

The Traveller contains every week the latest and best Paris, London and New York songs set to music, full piano score, full piano or quarto size, and is printed with the best obtainable music type. Consequently The Traveller is never thrown away, but is carefully preserved and carried as a novelty by the travelling public to all parts of the world.

As an advertising medium it reaches every morning the entire floating population of the cities to which it is sent, and as The Traveller is furnished free of all cost to hotel proprietors in any desired quantities, advertisers may be reasonably sure if there is any virtue in advertising at all it will be tested to the full in The Traveller.

Such advertisers as Stern Bros., B. Altman & Co., Dunlap & Co., Ira Perego, Pears' Soap, Beecham's Pills, Hegger, Keeley Institute and others have been running in The Traveller from the start.

Why? Because advertisers are after new ideas and The Traveller is a decid-

edly new one.

Every hotel proprietor who is served with The Traveller is working daily to increase the circulation of his paper, or in other words, The Traveller.

Do you realize what that means?

Send for sample copies of The Traveller and advertising rates. Address

Please remember that the circulation of The Traveller as it stands now is guaranteed at **36,500** copies printed and delivered every week.

Edmund S. Morgan, Editor and Proprietor, THE TRAVELLER.

Rooms 25 and 26. 23 Park Row, New York.

Advertising of all kinds at lowest rates, "write-ups," jingles, illustrations, pamphlets, and every sort of advertising matter for live advertisers.

New ideas at first hand! No job lot of brains! No trashy or cheap work! Satisfaction guaranteed!

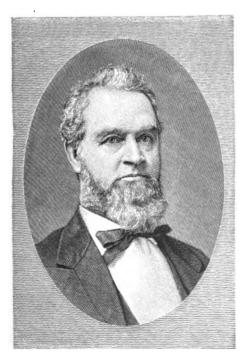
THE MAYFLOWER

Pays Advertisers.



For rates address

JOS. J. DELONG, 89 Tribune Building, New York.



ISAAC ERRETT, Founder.

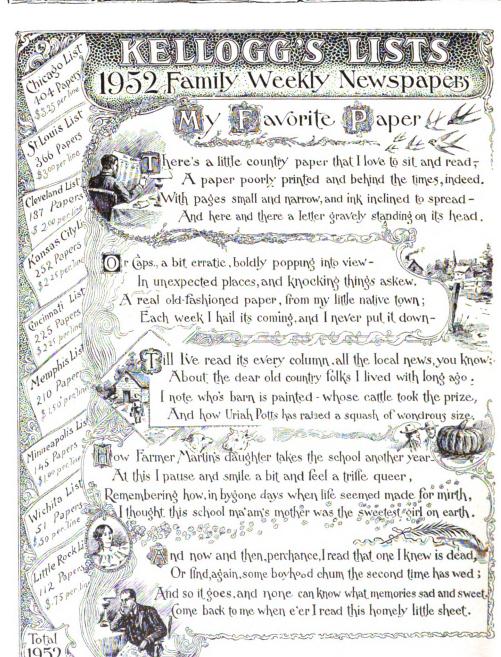
THE CHRISTIAN STANDARD,

CINCINNATI.

is a religious paper, that has circulation, age, character, influence, and the fullest respect of its readers. It is most progressive, and a leader among the religious press. An illustrated, original and popular paper secures business. Such a paper is the **Christian Standard**, Cincinnati, well known as the **Standard Religious** Newspaper of America. Advertising patronage very large. Send for sample copy. Try it. Rates reasonable. Any reliable agency, or H. C. Hall, Advertising Manager, Free Press Building, Detroit, Mich.



ART+IN ADVERTISING **.





BEECHAM'S PILLS

(Vegetable)

What They Are For

Biliousness dyspepsia sick headache bilious headache indigestion bad taste in the mouth foul breath loss of appetite sallow skin pimples torpid liver depression of spirits

when these conditions are caused by constipation; and constipation is the most frequent cause of all of them.

One of the most important things for everybody to learn is that constipation causes more than half the sickness in the world; and it can all be prevented. Go by the book.

Write to B. F. Allen Company, 365 Canal street, New York, for the little book on Constipation (its causes, consequences and correction); sent free. If you are not within reach of a druggist, the pills will be sent by mail, 25 cents. Mention ART IN ADVERTISING.

GOOD CHEER FOR BRAIN-WORKERS.



CAUTION.—Be sure that the label on the pastilles corresponds with the above cut.

THE WONDERFUL SUCCESS

Of FORD'S PASTILLES as an aid to nature by stimulating the flow of digestive fluids and invigorating the stomach, and of FORD'S LAXATIVE TABLETS for constipation and disorders arising from a torpid condition of the liver and other ailments resulting from improper intestinal digestion, is the marvel of the day.

While these remedies have been on the market for only a few months past, they have attracted the favorable notice of those suffering from dyspepsia and kindred ailments in all sections of the country. Give them a trial and note their magical effect. One pastille taken half an hour after eating will relieve pain in the stomach.

Form's Laxative Tablets are giants and require no stump speech.

If not readily procurable from your druggist, send twentyfive cents in cash or stamps to H. L. FORD Co., 96 and 98 Maiden Lane, New York, and a bottle of either the pastilles or tablets will be sent by return mail.



WHAT do you pay for?

When you advertise

CIRCULATION.

We can give you a circulation of

175,000,000

in the cars of

The Metropolitan Traction Company, New York.

The Union Railway,
New York and Westchester County.

The Consolidated Traction Company, New Jersey.

All in and near

New York

For \$6,500.

In no combination of newspapers or magazines can

you secure

For so little money so much

Business.

THE RAILWAY ADVERTISING CO.,

261 Broadway, New York.





"Papa, Dear, Bessie and John want Sunbeams, for the Little Folks. Please don't forget to have it sent to them. It's so bright and makes them so happy."

More and better art; more and better rhymes and stories; the brightest and handsomest magazine ever attempted for children from two to ten years of age. Get the beautiful Easter number, now ready. 10c.

32,000 Sunbeams, for the Little Folks, and over, go to a \$1 a year subscription list each month. Taking its very moderate rates into account, no publication offers advertisers greater value.

SUNBEAMS PUBLISHING CO.,

Betz Building, Philadelphia, Pa.

June:

Housekeepers' Number



July:

Mothers' Number

Devoted to the Home. from Kitchen to Parlor.

Advertising Rates will Advance on May 1st

To \$1.75 per line for display and \$3.00 per line for reading notices, but until that date orders for display space will be accepted at the following prices on any space of four lines or over:

On order for single insertion, \$1.50 per line On orders for three months (three insertions), On orders for six months (six insertions), 1.35 On orders for one year (twelve insertions),

Our guarantee is that for the remainder of the year no issue will have a paid circulation of less than 350,000 copies. The average will be much greater. June forms close May 5th.

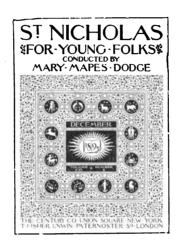
S. H. MOORE & CO., Publishers, New York.

Digitized by GOOGLE

Devoted to the welfare

of Infants and Children.





St. Nicholas

Now the only magazine of its class.



A Summer Resort Guide.

The record of Summer Resort advertising printed in The Evening Post in the months of May, June, July and August for the past four years:

1890, four months, 77 columns. 1892, four months, 135 columns. 1891, " " 200 "

The Evening Post is one of the four papers in the United States which contain the most complete lists of Summer Resorts.

The Summer Resort Rate

is 10 cents a line each insertion for advertisements inserted 26 times or more, every day or every other day, or \$2.60 a line per month daily. The rate for a shorter period is 20 cents a line. Circulars, proofs, estimates, etc., furnished on application.

The Evening Post, 206-210 Broadway, New York.

The Hearthstone

HAS THE LARGEST LIST OF PAID-IN-ADVANCE SUBSCRIBERS OF ANY SIMILAR PERIODICAL IN THE WORLD

Circulation, 600,000

COPIES PER MONTH.

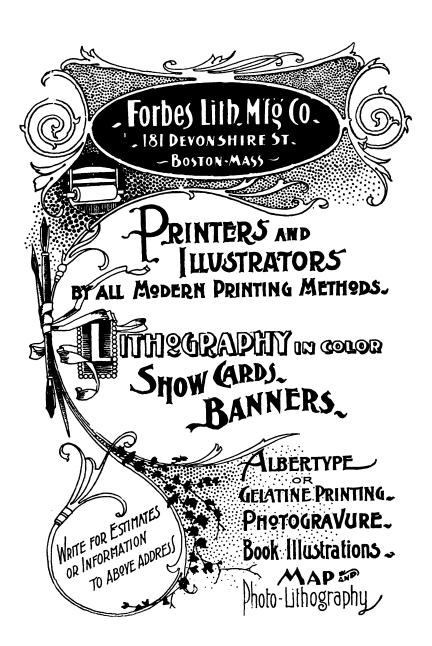
Advertising Rates, \$2.50 per Agate Line.

Address The Hearthstone,

285 Broadway, New York.

Digitized by GOOGLE







FOR SALE

At

ONE-THIRD

of a

CENT

per

LINE

per

THOUSAND

circulation.

ADVERTISING SPACE

that is used every week by such advertisers as:

WALTER BAKER & CO.. BEECHAM'S PILLS. CLEVELAND'S BAKING POWDER. MELLIN'S FOOD. ESTEY ORGAN CO., N. K. FAIRBANK & CO., FERRIS' HAMS. HOOD'S SARSAPARILLA, LIEBIG COMPANY, GEORGE MACBETH & CO., NONE SUCH MINCE MEAT, POPE MFG. CO., ROYAL BAKING POWDER. SCOTT'S EMULSION,

and many others

-- IN --

THE GOLDEN RULE.

For explanation, address

GEO. W. COLEMAN, Advertising Manager, 646 WASHINGTON ST., BOSTON, MASS. 125,000

Goes to 125,000 homes. Is read in 125,000 homes. Is kept in 125,000 homes.

American Nation. American Nation. American Nation.

Rates 75 Cents per Agate Line per Month.

DISCOUNT, 20 per cent, for cash with order, or for quarterly payments in advance. Notime discounts. The above-named rate is rock bottom.

AMERICAN NATION produces profitable results for its an extensive line of advertising. Forms close to days prior to the first of each month. Send your adš in early.

American Nation. American Nation. American Nation.

Correspond with any advertising agency or

American Nation Co. BOSTON, MASS.

FOU may think there's nothing in it; you may doubt its practicability; but if you want to reach Buyers, and wish to get Business, you should send out some thousands of typewritten letters done by our patented process. Our word for it, they will bring good results.

SPECIALTY

Typewritten letters in quantities which defy detection from a letter written on the typewriter machine.

GERRY & MURRAY

33 Broad Street, New York

GAMELAND AND THE TOURIST offers the advertiser Two Magazines and Two Circulations in ONE FOR THE PRICE OF ONE. 1267 Broadway, New York.

7.3

Digitized by



A High Class Medium.

Send for a Sample Copy and Rate Card.

The Atlantic Monthly.

HOUGHTON, MIFFLIN & CO., Boston, Mass.

WHEN IN DOUBT USE SCRIBNER'S



THE UNION GOSPEL NEWS, CLEVELAND, OHIO.

Largest circulation of any religious paper in the United States.

156,540 paid-in-advance subscribers.

Undenominational and reaches the homes direct.

The best advertising medium in the country.

Vol. IX, ART IN ADVERTISING, commenced in March. Now is the time to subscribe. \$1.00 a year in advance.

If You've

A Newspaper

A REAL LIVE PUBLICATION THAT GRASS HASN'T GROWN UNDER—AN ESTABLISHED WEEKLY OR MONTHLY AND IT'S JUST WHAT I WANT,

I'll Buy it

OUTRIGHT FOR A REASONABLE PRICE. WHAT HAVE YOU TO OFFER? COMMUNICATIONS CONFIDENTIAL.

F. 25, care of Lord & Thomas, Chicago.



Established 1846.

THE HOME JOURNAL,

NEW YORK.

-

OUR SUBSCRIBERS include the well-to-do families of New York and vicinity, the Vanderbilts, Astors, Goulds and thousands of others. Many have subscribed continuously for over thirty years.

OUR ADVERTISERS include Sapolio, Columbia Bicycles, Baker's Cocoa, Lea & Perrin's Sauce, Ayer's Sarsaparilla, etc., etc., also the principal publishers and leading stores of New York City, and the best hotels of the world.

Are you represented?

Our representative will call in response to postal addressed to the publishers, Morris Phillips & Co., 240 Broadway, New York.

Synonyms!

Among all the leading American advertisers:

Canada,

A most profitable field, easily and cheaply covered, and

Somerville,

Roy V., who handles exclusively business for "Preferred Canadian Papers." The best papers in Canada's twelve largest cities. Ask direct for rates and information. Anyone else you ask will ask him, so save time and money by addressing him first at the

Times Building, New York.

WE CONTROL

NINE-TENTHS OF ALL THE STREET-CAR ADVERTISING IN

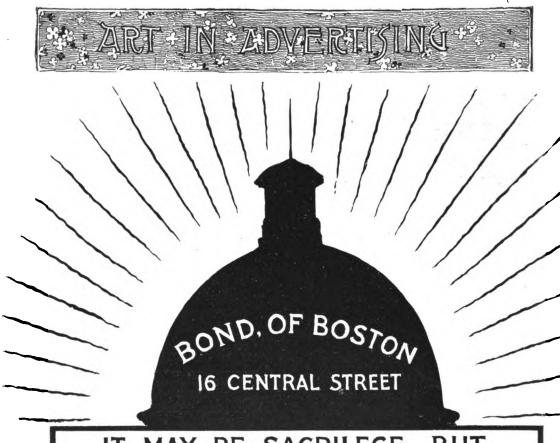
NEW ENGLAND

UNION STREET RAILWAY ADVERTISING CO.,

M. WINEBURGH, Pres.

SEARS BUILDING, BOSTON. TIMES BUILDING, NEW YORK.





IT MAY BE SACRILEGE, BUT

no other comparison will show SO well the HIGH position BOND of BOSTON occupies among firms catering to ALL THE WANTS OF ADVERTISERS. -- SEE HIM!

ART IN ADVERTISING CO.

H. C. BROWN, - - President.

Volumes 7 and 8 are in the bindery and will be ready for delivery in a few days. Price \$2.00. We have still a few volumes of the early numbers on hand.

LIST OF GENERAL ADVERTISERS

throughout the country, prepared by the ART IN ADVERTISING Co. Price \$2.00 a copy.

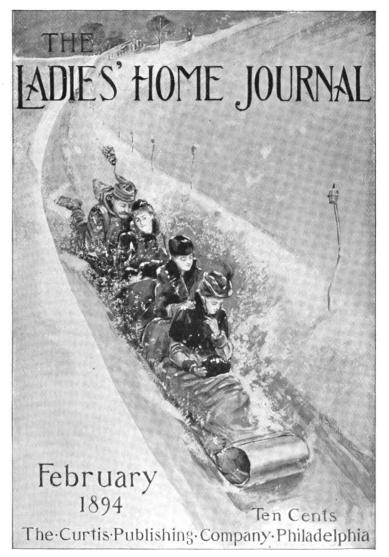
ELECTROTYPES of all cuts used on the covers and in ART IN ADVERTISING for sale at nominal prices to our subscribers.

Published first of | ART IN ADVERTISING | Price, 10 cents a copy. \$1.00 a year.

Address all communications to

ART IN ADVERTISING CO., 80 FIFTH AVENUE, NEW YORK.

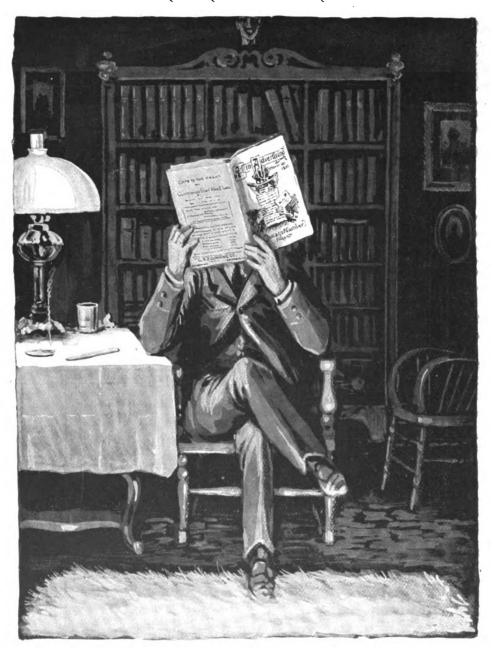




660,000 Copies Sold—Smallest Edition of the Year 675 000 Copies of the April number are being printed

Advertising Columns were filled in advance of regular closing date

THE CURTIS PUBLISHING COMPANY, PHILADELPHIA



This is a specimen of a full page advertisement prepared by me, and used in current magazines. It has yielded splendid results. My business is to make designs and illustrations for business purposes, and I will be pleased to enter into correspondence with you in regard to preparing illustrated advertisements for you specially.

H. C. BROWN, 80 Fifth Ave. N. Y. City.

Why

DOES THE EDITOR OF

Art in Advertising

ALWAYS ADVISE HIS READERS
WHO ASK HIS OPINION

TO ADVERTISE IN

Harper's Magazine,

Harper's Weekly,

Harper's Bazar, and

Harper's Young People?

Ask him.

OVER 433,000 PER DAY.

67,858 PER DAY

The World's Circulation Greater Than
That of Any Other Newspaper Printed
in the English Language.

125,629 PER DAY

New York, March 3d, 1894.

'After a thorough examination of the circulation

'books, press-room reports, mail-room reports, paper

''companies' bills for amount of paper furnished, orders

''from news companies and newsdealers, we find that the

'circulation of THE WORLD (morning and evening editions)

'for the months of January and February, 1894, averaged

''433,167 copies per day, and so certify.''

Homas Lames Chauman
Thomas Lames Chauman
Chaum

On Saturday, March 3, a committee of well-known financiers, comprising Messrs. J. Edward Simmons, President Fourth National Bank and ex-President of the Stock Exchange; Thomas L. James, President Lincoln National Bank and ex-Postmaster-General of the United States; A. B. Hepburn, President Third National Bank, ex-Comptroller of the United States Currency, ex-Bank Examiner of the United States and ex-Superintendent of State Banks, E. W. Bloomingdale, of the dry-goods house of Bloomingdale Bros.; Henry Clews, of the banking house of Henry Clews & Co., and Charles W. Dayton, Postmaster of the city of New York, after spending over two hours carefully investigating The World's circulation books, press-room reports, mail-room reports, paper companies' hills for amount of paper furnished, receipts of said bills, orders from news companies and other records, and plying searching questions to The World's employees connected with the circulation department, signed the above certificate

Digitized by GOOGIC



A DOUBLE-TRACK IMPROVEMENT.

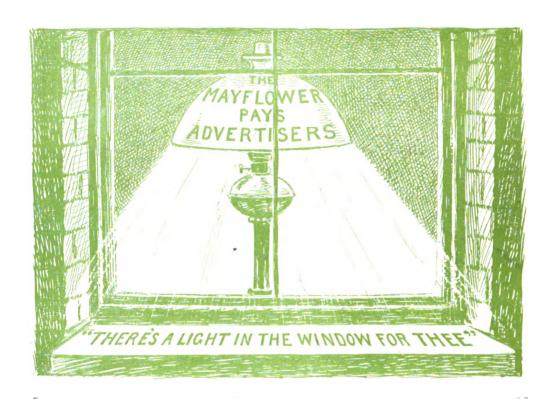
WE are constantly developing Newspaper Advertising along a double track—the application of its helpfulness to new fields of commercial enterprise and the production of a larger proportionate amount of result from Newspaper Advertising investments.

The number of business men who should be interested in one line or the other is large. Are you not included? Have you tried Newspaper Advertising in your business? If so, could it not be better done? If not, why not? We myite correspondence.

N. W. AYER & SON, Newspaper Advertising Agents, Philadelphia.

Price, 10 Cents

\$1.00 a Year



THE great international Christian Endeavor Convention is to be held in Cleveland in the month of July.

The Golden Rule

of Boston, Mass., the official organ, issues a **Souvenir Convention Number**, which goes to the regular list of 96,000 subscribers, and is also distributed in the Convention. Space at regular rates. This issue is kept for years as a souvenir. Address George W. Coleman, Advertising Manager, 640 Washington St., Boston.



Entered at the Post Office at New York as second-class matter.

VOL. IX.

MAY, 1894.

No. 3.

Published by The Art in Advertising Co. 80 Fifth Avenue, New York.

CHICAGO OFFICE, HERALD BUILDING.

II C. Brown, President.

E. L. Sylvester, Editor.

ISSUED ON THE FIFTH OF EVERY MONTH.
ONE DOLLAR A YEAR IN ADVANCE.

"Good morning! Have you been vaccinated?"

T has long been the hope and ideal of many of the more thoughtful men holding positions of large responsibility in connection with dispensing the advertising of their respective firms, that the day would come when the advertising business, as a business, would be operated by its many representatives on a business basis as a commercial or mercantile busines is operated. and that this change, which must necessarily be a slow and gradual progression toward a higher and more dignified plane of business dealing, would bring to them immunity from the insistence and persistence of the army of well-intentioned but tactless men who now arbitrarily demand an instant hearing when they put in an appearance, and exact the larger part of the "advertising man's" time.

A parallel for the condition of things which

exists to-day with the advertising solicitor in his relation to the advertiser and the "advertising man," cannot be found in any other business or profession, and this is abnormal, unnatural and wrong. For instance, on a given day eight or ten men, representing a still larger number of publications, as some of them represent more than one, will migrate from one large city to another large city. Their coming is unheralded and their presence in the same city is not always known each to the others until, as the day wears on, they chance meet by ones and twos and threes and groups in the offices of the different firms whose advertising they have laid their plans to secure.

They have chosen their own time. They have suited their convenience. They have breakfasted. They have lunched. They are serene. It makes no difference to them what state of mind the "advertising man" may be in; whether he has worked till midnight the night before preparing copy for forms that close the next day. If he is not at his desk promptly at the earliest moment that usage and custom in the different cities have established as the proper time for the "advertising man" to enter the arena, he is condemned without a hearing.

If perchance his morning mail should contain one or more letters demanding immediate answer by telegram or letter, and it is imperative upon him to give these one or more letters his immediate attention to the exclusion of all other matters for the time being, so that his would-be guests are denied admission to his sanctum, he has committed the unpardonable sin, and the ones and twos and groups of kindly and genial men, each of whom has come all the way from the distant city "solely to see him" and present to him "the opportunity of his life," leave the inhospitable precincts of his outer room shaking the dust from their feet and uttering execrations upon his (in their opinion) exaggerated head.

No other reason will they admit, when they say to each other and each to others as they compare notes, but that "he would not see us. Of course he could have seen us. He has nothing to do but see us, we have been snubbed! We have been turned down. We have been treated with contempt and with discourtesy. Our noble profession has been insulted.

The picture of the really innocent, long-suffering and hard-working "advertising man," whom to their angered eyes must be sitting tilted back in his easy chair reading his collection of the weekly and monthly issues of the various advertising publications wherein all that is necessary to know about how to advertise and what to advertise and where to advertise is plainly prifited in indelible ink rankles in their souls as these disgusted plowmen homeward wend their weary way.

Has it ever occurred to any one of these critics that it is hardly to be expected that any business man, whether he has advertising to dispense or not, can on any day in the week, any week in the month and any month in the year, be found disengaged and ready to spend from a quarter to a half hour with them or with their fellow workers whenever they may choose to call and demand his time?

Has it ever occurred to them that the responsibility really is his, not theirs?

It is his business to find the best advertising and buy the best advertising, and it is his loss more than theirs if he fails to do so. Has it ever occurred to them that sooner or later their hasty and unkind criticism and unfriendly words must come back to him, and does come back to him, and that as human nature goes, independently of business, they are hurting their own chances for future personal relations by giving

vent to their disappointment and pique in unguarded talk and unwarranted statement and unfair speculations as to the reasons why they were denied admission and the opportunity to offer their wares?

We know that these conditions exist, and it is pitiful that this should be true, and while we have no disposition to be dogmatic in the matter we would suggest to our very many friends who have occasion to call on the "advertising man," speaking of him as a class, that they use a little more judgment, a little more tact and a little more discretion, and as far as possible adopt a more business-like method of procedure. We do not believe that there is any man holding a position of importance with a first-class house expending large amounts of money in advertising who will not give the usual business courtesy to a respectful and dignified letter asking for an appointment.

If the matter is anything that in his plans he wishes to consult about, his answer will be favorable and the interview must be secured by appointment. If it is not, no amount of talking can persuade him, and any amount of talking will only fix him all the more firmly in his decision not to use or consider that medium. When our friends realize that some of these "advertising men" have from twenty to fifty calls a day, and that this is only one phase of their every day work, we feel that they will agree with us in our opinion that it is wholly unnecessary and uncalled for to "shoot at the pianist," for is he not really doing his best?

Newark, N. J., April 13th, 1894. Puzzle Editor Art in Advertising, New York.

DEAR SIR:—To decide a large bet, will you kindly state whether you intend to print guessing coupons in connection with your new puzzle department inaugurated last month with the "Mr. Ford in the Elevator" picture? Also, please inform us how large a reward is offered for finding Mr. Ford and dragging him out. Very truly,

PUZZLER.

P. S.—Say, is he there?
[He has just gone up.—Ed.]

We are pleased to notice that the advertising department of *Public Opinion* is now located in the *World* Building in this city. Dr. O. F. Presbrey, who has had large experience in the advertising business, is the resident manager.





VIEW ON THE CHICAGO RIVER.

business, yet aspiring to become more conspicuous. It is needless to say that the object of her kind wishes is touched, not so much by a feeling of gratitude as one of embarrassment.

The use of the typewriter in business offices has done away almost entirely with the annoyance of illegible writing. It is true the mechanical method brings in its train faults that are aggravating enough, but the typewritten letter, no matter how badly bungled by an inefficient operator, is far preferable to the handwritten affair that cannot be readily deciphered. I have no patience with an illegibly written business letter.

AND in the line of illegible writing I wish to call attention to the preposterous signatures affected by many writers. I am making a collection of such hieroglyphics with the intention of publishing them some day in ART IN ADVERTISING, and offering a prize to the subscriber who solves the largest number. That the possession of a particularly illegible signature is a matter of pride with some men, we all know. The idea, primarily, was to secure immunity from imitation—that is, forgery. But a signature may be complicated and difficult without being altogether unreadable, as is the case with many in my collection.

A man's pet hieroglyphic will, of course, be known to a limited number of correspondents. but when it is inflicted upon a stranger, and the letterhead gives no clue to assist him in the solution of the mystery, what is he going to do about it? This sounds like exaggeration, but it is not. I frequently have occasion to read letters of considerable importance in which the signature is absolutely indecipherable. One correspondent, whose name I learned by inquiry, and who is well known in the advertising world, signs his name in a manner that defies description. It suggests a map of some aspiring young town in which are centered all the railroads of the country-one line starting from the general center, swerving upward through the body of the letter and terminating in the extreme left hand corner. Another signature, quite as deplorable, has a "fiz-z-z-z-boom—ah!" air about it that is quite suggestive of the Glorious 4th, but nothing else.

These elaborate devices always seem to me in rather bad taste—much like the wearing of loud clothes, or any other ostentatious display—but, of course, the principal objection to them is the annoyance they may occasion by their illegibility.

Sign your name so that it can be read. Never mind the flourishes, and then you won't have such frequent occasion for swearing when you find yourself "set up" with a wrong assortment of initials and a misfit surname.



N the Spring a young man's fancy
(And an old one's too, for that),
Lightly turns to thoughts of trousers,
New coat and shoes and hat;
To the latest thing in collars
And the gayest thing in ties,
Which goes to prove that Springtime
Is the time to advertise.

. .

Two papers are lying on my desk, leading New York and Washington dailies respectively, and I cannot help noting the marked difference in the appearance of their advertising The New York paper, for some reason or other, never permits the use of blackfaced display type in its announcements; no heavy borders and few cuts, the latter being limited to the simplest outline. The result is a peculiar flatness in the appearance of the advertising pages, or, as I heard a flippant young woman say once, "They look pale." The Washington paper, on the contrary, goes to the other extreme, and here you find the greatest variety of advertisements imaginable. Everything, from the neatest small card to the most ostentatious full-page announcement, that breaks every rule of good taste and common sense. I mention these two papers simply because they happen to be at hand, and not because either is unique in the make-up of its advertising pages, although I do not remember to have ever seen another just like the New York daily referred to.

Now, I can readily imagine a paper being unwilling to spoil the appearance of its pages by printing a lot of inartistic, bold or downright ugly advertisements, but, at the same time, I think there is such a thing as carrying the idea too far. The announcements in this New York paper certainly lack distinctiveness. One is much like another, and the eye does not readily single out the words it is looking for. The

amusement columns are rather a nuisance on this account. The other paper (and it does a tremendous advertising business, too) thinks nothing of hitting the public straight in the eye with a big black letter four or five inches high. I suppose there are people who like that sort of thing, just as there are others who don't object to the "flat" style. My choice is a happy medium. I like, for instance, the advertising pages of the New York Evening Post. I like to see the Altman announcements, Lord & Taylor's, James McCreery & Co.'s, The Hodgman Rubber Co.'s and Gilman Collamore's, I always look with interest to see who has the lower left hand corner on the front page. I like the type and the arrangement of the advertisements in these columns, and I seldom fail to run my eye over each man's announcement, whether I am looking for bargains or not. And I cannot but think that the printer's work has much to do with my interest in these special ads., because I often see them published in the other paper without giving them a second glance.

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CLOSELY akin to newspaper advertising is that of the theatre program. It strikes me that the program ought to be a particularly good medium. We read its contents in sheer desperation. The waits are long and the criticism of one's neighbors soon becomes tiresome. Then it is that we fall back upon our program and read its every line—things that under different circumstances might never hold our interest for a moment.

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I NOTED with amusement in a recent Sunday paper the advertisements of three different "medicine men." At the head of the column "Old Doctor Jones" held forth to the extent of a two-inch space, and urged upon the public the vital importance of securing the services of an old physician, particularly "Old Doctor Jones."



The claims of younger men he disposed of under the general designation of "fakes." Following Dr. Jones's inviting announcement came a still longer one from "Old Dr. Grundle," evidently an imitation of "Old Doctor Jones'" style, while "Old Doctor White" brought up the rear in like manner. Perhaps it isn't funny at all; it seemed so to me, however, and I wondered what each of those moth-eaten professional gents would think of the other two when he found them encroaching on his right and title as "Old Doctor So and So."



THE ILLUSTRATIONS accompanying Emile Zola's novel, Lourdes, now running as a serial in a number of newspapers, are exceptionally good. They are rather strong in drawing and possess more interest than can usually be claimed for newspaper illustration. The name of the artist is not given. Speaking of illustrated newspapers, the New York Herald shows better work in this direction than any other paper in the country; but even with the best drawing and finest printing the newspaper picture is intolerable—doubly so when colored. Hasten the day when it is abolished!



AN ADVERTISING DODGE.



The above design should have appeared some time ago, but, like many other good things which reach our desk, has been compelled, by press of matter, to await its turn.—Ed.]

Anong the high class religious papers published there are certainly none more progressive than the Christian Standard, of Cincinnati. The illustrations, printing, size, make-up and large circulation certainly commend it to the advertising public. We note that they have a very large advertising patronage. It is one of the very few religious papers that is advertised extensively in all the leading magazines. Mr. H. C. Hall, with an office in the Free Press Building, Detroit, is in charge of the advertising, and has been with the company some twenty-two years.

VISITOR—How did Nettie get the measles? Small Brother—Oh, she saved up coupons, I'spose.—Chicago Inter Ocean.

SIGN FENCEWALE & BULLETING SIGN FENCEWALE & BULLETING

T this time of year we realize (to our sorrow) what powerful factors in the advertising world are the bill poster and sign painter. The country fairly bristles with new signs and they show up in all their splendor of fresh paint with a vividness that makes for business. The suburban sign is not sharing honors just yet with Nature-at least, not with young and budding Nature. Nature, by the way, is no mean competitor in the way of color schemes. I have seen her put out a green that compared quite favorably with one of Gunning's, or a vellow that could hold its own with a "Take Hood's" sign any day. However, there is room for both; room for Nature and room for the sign painter. If Nature feels a little crowded occasionally, she must look out for herself, that's all,

The approach to the Brooklyn Bridge is enlivened by the resplendent signs of Huckin's Soups and the Franco-American Food Company. From the sides of every available high building these tremendous advertisements make their respective bids for public attention.

There are many new signs on the elevated stations. One of the best is that of Hire's Root Beer—a cut-out figure representing a small boy, who seems to stand out from the background in bold relief. Hood has a new poster, too—an infant Salvation Army, in which the principal figure is a boy with a drum.

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THE spaces directly underneath the elevated road stairs are occupied by the huge posters of Carter's Little Liver Pills, the design an immense crow, and white lettering against a bright yellow background. At the foot of the stairs, facing the public as it descends, are the Chocolate Menier, Deletrez Perfumes, Knox Hat and Pinard signs—all very excellent productions

Mellin's Food, the Hardman Piano and Best Co,'s respective signs are also found on the elevated stations—usually on the stairway. Babeskin Soap has a neat small sign in blue and white, as has also the "Century Foil" tobacco.

Outside on the platform I noticed the large, unframed poster of Johann Hoff's Malt, showing picture of Bismarck. Here, too, were the Franco-American Food Company and Huckin's Soups. Castoria has a large sign in white and blue. Posters are also displayed by Nicoll the Tailor, McCann the Hatter, the Hoffman Bouquet Cigar, the Sun and Morning Advertiser. The Angostura Bitters sign is over the doorway—its usual place. Baker's Cocoa has a neat panel.

THE Buffalo Bill posters, recently put up about town, are truly thrilling. Those on Union Square seem to attract a great deal of attention, and not altogether from the small boy either.

6 6

THE elevated railroad stations seem to me particularly well adapted for advertising purposes. Here the public has more or less leisure while waiting for the trains, and is very likely to devote its attention, in the interval, to the advertisements. Therefore it behooves the advertiser to put forth his best efforts in the preparation of these announcements. I notice a good deal of sameness about the signs now in position, and wonder why there is not more attempt made by the different advertisers to have their respective signs more distinctive. For instance, the hatter has a picture of a man's head wearing a hat, which would do very well if two or three other advertisers were not using figures of men in a similar way. The cigar company has a man smoking a cigar. The tailor shows a man wearing a new suit, and so

Now, if the hatter gave a picture of half a dozen fashionable hats, as large in size as his space would permit, and not necessarily shown on the men's heads, I think it would attract more attention from the lords of creation than the single figure in a derby. Every man doesn't want a derby (or a darby, which is it?), and the picture of one would never attract his notice, but if he saw something more in keeping with his personal taste, he would be likely to stop and look at it.

MAGAZINE NOTES.

Scribner's Magazine for May is an extremely interesting number. The leading article, written and illustrated by Edwin Lord Weeks, has for its subject "Some Episodes in Mountaineering, by A Casual Amateur." We reproduce one of Mr. Weeks's Octave Thanet drawings. contributes another of her delightful "Sketches," illustrated by A. B. Frost. (Frost is also responsible for a series of very funny "comics" in the back pages.)

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Harper's Magazine for May contains among other interesting contributions a description, by William Dean Howells, of his first visit to Boston. This event took place thirty-five years ago, when the writer was a young journalist out in Ohio. There is a story in the same number by Owen Wister. Mr. Wister's short stories are delightful.

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THERE is so much that is good in the current *Century* that it is difficult to select anything for special mention. The article on Dagnan-Bouveretis beautifully illustrated by reproductions from some of his wonderful paintings. There is a contribution descriptive of the capturing of the slave ship "Cora," which is thrilling indeed.

Edgar Fawcett contributes a poem, and Mr. W. L. Metcalf illustrates a very clever story, entitled "Flash-Lights," with a number of his charming pen drawings. The story is



A LADDER OF ICE—ZINAL-ROTHHORN.

BY KIND PERMISSION OF SCRIBNER'S.

constructed on the "Bundle of Letters" plan, and is signed Lester Raynor. "Across Asia on a Bicycle" is another interesting illustrated article.



THE following remarkable incident is related by the Lounger in *The Critic*:

Mr. Laurence Hutton had a shock the other day. Among his many literary treasures is a copy of "Peter Ibbetson," in which is bound an autograph letter from Du Maurier telling him who the different characters in the story are, or, rather, from whom they were drawn. Mr. Hutton wanted to flaunt this interesting volume before the eyes of a friend, and went to the shelf to get it—when, lo! it had disappeared. High and low he searched, but could not find it. Weeks passed by, and he had given the book up for lost. The subject came up in the presence of a visitor. "I know where the book is," said she, and straightway walked to the book-shelf marked "Fiction" and took it out. The trouble is that Mr. Hutton classifies his books, and the Du Maurier should have been on the shelf with "presentation copies," instead of which it got among the fiction. Believing that his system was infallible, Mr. Hutton had not thought of looking for the book there, though he looked everywhere else. The moral of this tale is that when one loses a book, he must look for it in the likely as well as the unlikely places, if he

This ought to be used by Robert Louis Stevenson when next he wants a particularly thrilling plot for a new Arabian Night. The Society for Psychical Research should get at it at once. Of course it may be true. A somewhat similar case came under the personal observation of the writer a few mornings ago—only it was a

collar-button instead of a book which became "misplaced." The writer's wife, observing his stooping posture and overhearing a few softly murmured remarks, said: "Have you looked under the bureau?" And she herself straightway stooped down, placed her hand beneath the bureau, and picked up the collar-button! It would be interesting to compare the dates when these two incidents occurred in order to ascertain if thought-transference could have been responsible for them.

AND while we are on the subject of the Lounger we will take up another story which it tells. This one is about a maid-servant who went into the Century office and asked the astonished clerk for a lottery ticket, and on being run to earth produced "a fragment of an article, written by Mr. C. C. Buel, annihilating the Louisiana Lottery. The girl had seen 'Louisiana Lottery' in The Century Magazine, had put two and two together, and decided that the Century Co. were the agents of the Louisiana Lottery in New York." What the girl produced was not a fragment of Mr. Buel's article-which probably she had never seen-but the newspaper advertisement with "Louisiana Lottery" in large letters, calling attention to Mr. Buel's article. Let's give the advertising man his due-he was the charmer in this case.

A "COMPETENT and experienced lady teacher" in Washington, advertises to teach typewriting and stenography at ten cents per lesson.



ILLUSTRATION FROM "PUDD'NHEAD WILSON." WITH RELUCTANT PERMISSION OF THE CENTURY CO.

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elegantly that dress becomes you," so graciously as to make everybody who entered the store radiantly happy.

Think of being made radiantly happy by the smiles of your grocer's clerk! This must have happened a long, long time ago; it wouldn't do nowadays, at least not in our best class of stores. The clerk who should venture to tell a lady how elegantly her dress suited her would be very likely to get a snubbing, if not something worse. A salesman doesn't need to be familiar in order to be polite—that is as much a fault as impatience or surliness.

We reprint the following from Kate Field's Mail Bag, partly because it is amusing and partly as an example of the length to which the would-be journalist will go in search of news.—En.

I THOUGHT that the literary octopus had laid her claws—the sex may be either male or female, but the latter predominates—on every possible idea evolved by every possible brain, but I reckoned without my octopus. The last requisition made upon me, who, of course, have nothing to do, reads thus:

I am preparing a newspaper article to be in the form of interviews and impersonal narratives, on amusing mistakes in real life, and will be greatly obliged to you if you will kindly spare me a few moments of your valuable time sufficient to write me out an account of a humorous incident in your life. I would prefer something of that period when we think we know it all, but will be equally pleased if you select an incident that happened later in life. Please determine the length of the narrative to suit the case, and kindly note, at foot, whether you want it used as interview or impersonal narrative. A copy of the paper containing it will be mailed to you immediately on publication.

Anticipating your kindness in granting this request, and trusting to hear from you shortly, I am Thankfully yours,

L. M. B.

DEAR MADAM: Your offer to send me a marked copy of a paper containing an article of mine to be presented to you gratuitously at your suggestion, combines so much naïvété with so much coolness as to have excited much laughter on my part. Therefore I can truthfully record the reception of your letter as a "humorous incident in my life." You are at liberty to republish this communication if you see fit. I cannot gratify you to the extent of limiting the humor

of my life to "that period when we think we know it all," for I never "got there," strange as may be the confession, and much as appearances may be against me.

Pardon me if I ask how a narrative of a person, whether related in the first or third person, can under any circumstances be "impersonal"? You are evidently writing for a living, and therefore have my profound pity, as you have begun at the wrong end. Let me suggest that, before committing yourself to journalism, you make a study of the English language and aim at originality rather than attempt to turn the hard-worked brains of others into dollars and cents.

* * *

SPEAKING of Spring remedies or, more accurately, of remedies to be taken in the Spring (there's no remedy for Spring, alas!), I was interested and amused the other day in watching the crowd about the drug counter of one of our large department stores. There was a lively demand for sarsaparillas, and I noticed that the firm was offering a huge bottle of its own manufacture in the place of the better known and more reliable makes. Now and then some old lady from the country would accept the substitute without any objection, but oftener the customer insisted on having Hood's or Ayer's. The shop-girls were kept hustling to supply the demand and I suppose they are hustling yet, as the season has only commenced. I heard constant demands for Paine's Celery Compound, Cuticura and the sarsaparillas. Pills were lively, too, and now and then some one asked for things I had never heard of, though I took it for granted they were some kind of "yarb" extract suitable for that tired feeling, and all the other ills attendant on Spring, gentle Spring.

* * *

The Home Journal is one of the oldest publications of the kind in the United States, having been established in 1846. As an advertising medium it has always been eminently successful, and includes among its patrons many of the best known advertisers. The Home Journal is a family paper and reaches an excellent class of readers, the most prosperous and solid people of the country.

THE CITY OF ST. LOUIS.

THE Capitol City of the Southwest has no counterpart in any other section of our land. So wholly unlike is she to her sister cities that even the depressing influences which have affected all the rest of the country in common have passed by St. Louis with scarcely any tangible evidence of their existence. There have been no bank failures in St. Louis, as a result of the present stagnation, and the failures among business men have been less than the usual average. Business, to be sure, is somewhat restricted for the moment; there is no line or community wholly exempt from the beneficient results of one short year of Democratic Progress and Reform, either in St. Louis or elsewhere, but disaster has to a large extent spared the burgomasters of the former place from parting with their Granite Monument stock at a sacrifice. The benefits of conservatism were never more beautifully illustrated. The banks lent no money on speculative stocks, horse racing, or pools for drinks. But for legitimate business it was forthcoming freely. The small merchant and business man was taken care of first, and the operators looked out for themselves. The wisdom of this course is now fully appreciated, and St. Louis is in better shape to make the most of the revival when it comes.

And speaking of the revival, it is but just to say that it is a little behind schedule time. It was a year ago this May when the trouble first began. Unquestionably trade has improved since the first of January, but the increase in trade has been but slight compared with '93. I met, however, a number of men who were out for dry goods, etc., etc., and whose orders necessarily presaged to some extent the volume of business we may reasonably anticipate next Fall. On the whole they were encouraged. Prices were lower, but orders were for reasonable amounts. All over the country the counters were bare of goods. The goods now being bought are small in quantity and low in price. The Spring trade is evidently going to be off, but the Fall trade will be more nearly its normal condition than we have seen it for some time.

Merchants everywhere desired some definite action on the Tariff Bill. There is a growing



DR. EDWARD PREETORIOUS.

impression that the New South is a sentimental humbug. The political economy of the South, both old and new, seems to be perpetually out of joint with the times. It would not be surprising if the South was requested to keep her hands off legislation for the next twenty-five years. It is all very well to talk about white-robed peace, but a law making it a states-prison offense for any man South of Mason and Dixon's line to open his mouth on politics would be more to the point. With that, and the overthrow of the Irish in the city governments, the country could get along pretty well, tariff or no tariff. And if the sky would only fall we would all catch larks.

St. Louis is celebrated for other things than stability during panics. Perhaps the law that is doing more for her temporal improvement is one compelling the cities to make improvements whether it is agreeable to the individual or not. Thus if the city decides to macadamize the street in front of your house, the city goes ahead and does the work, sending you a bill for your share. In matters of this sort the municipal authorities are supreme. For the time being

the law seems to bear hard on those directly affected. For instance, in times like these a man doesn't care to spend much money improving his property. He needs it in his business. Yet when the improvement is made he finds himself greatly benefited by the increased value of his property. The result is that a new life has begun for St. Louis, in a municipal way, that seems destined to change the old, conservative town into a cosmopolitan city of the first importance. Her recent business architecture is a wonderful study. Few newspaper offices, anywhere, are more solid, substantial or more costly than that of the Globe Democrat. It is a modern building in every respect and instead of subletting everything but the attic and the sub-cellar, they occupy the street floor themselves.

The newspaper business in St. Louis possesses an added interest to the craft from the fact that here is the home of Joseph Pulitzer. He first went to work for Dr. Preetorius, of the Westliche Post. The good doctor favored me with some very interesting reminiscences of Mr. Pulitzer's early life in St. Louis, a recital of which may be of interest. The Westliche Post, it is proper to say, is the leading German daily in St. Louis and in the West. It is owned by Dr. Preetorius and the Hon. Carl Shurz. In selecting the Westliche Post, therefore, Mr. Pulitzer thus early showed his capacity for selecting the easiest line along which to make his effort.

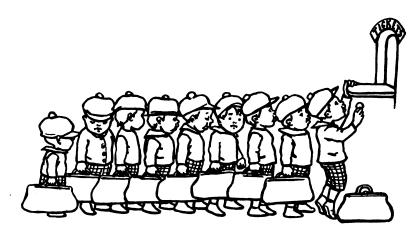
"The most striking characteristic of Pulitzer," said the Doctor, "was his perfect passion for work. It early became noticeable. No assign-

ment ever came back from Pulitzer without results. His time for work seemed to be all the time. I never called on him at any hour that he did not immediately respond. When he entered the office he could not speak or understand a word of English. In less than four months he had acquired a sufficient knowledge to be able to handle himself in any emergency. He made the most laughable blunders at that time in his reportorial work, but never seemed annoyed at the attending merriment. And I believe he is to-day one of the few Hungarians who can speak English with absolutely no German accent. That is a very rare occurrence, as you probably know."

"To what quality do you attribute most of his success?"

"Industry. He was the most indefatigable worker I ever knew. At one time, when his eyes first began to trouble him, and it seemed as if he couldn't succeed in journalism, he relinquished, his ambition without a murmur and commenced the study of law. There never seemed to be any doubt in his mind that he would succeed in something." He is a rare combination of editorial instinct and business acumen.

Dr. Preetorius, the editor of the Westliche Post, is one of the most popular Germans in St. Louis. He is in great demand at their meetings, and is considered one of the ablest speakers in the city. His son Emil, a young man of about 28 years of age, is the Post's business manager. Mr. W. H. Kentnor, who is occasionally seen in the East, is the advertising manager. He is widely known in the trade, and on his periodical visits to the East usually returns laden with good things for the Post. It is one of the few great German dailies in the land.





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SPOKE last month of the difficulty of reading small letter signs in the elevated and street cars. The fault, of course, lies almost entirely in the signs themselves, for even with the best of eyesight it is not easy to read small type at long range, and the difficulty is intensified in this case by the motion of the cars, and in some instances by the extreme angle of the advertising spaces.

Riding down town the other night I occupied a seat near the center of a Third avenue cable car. I amused myself, as I sometimes do, by an examination of the advertisements. Being blessed with a good serviceable pair of eyes and a generous allowance of curiosity, it was doubly aggravating to find that several of the signswithin short range-seemed quite unreadable. I instantly became possessed of a desire to know what they were all about, and abandoned myself to a process of squinting and stretching, which resulted as follows: On the sign directly opposite I was able to make out the words "Household Ammonia"-only this and nothing more. On another announcement further down I deciphered, after becoming almost faint in the effort, the signature, "Liebig ".scrawled diagonally across theafac. ٠gn, and 1' act s a

a Third avenue dry goods establishment, which is open to the same criticism, i. ϵ ., much matter and small type.

If an advertisement in the elevated or surface cars fails to attract attention and to bring satisfactory returns, its failure can at least never be attributed to a lack of good position. On the cars one place is as good as another, and it is your own fault if your announcement doesn't show up as well as the next one. Here you have a chance to do yourself proud. Consider your space carefully. Remember that the world is full of near-sighted people, indifferent and impatient people, people who, ten to one, won't be bothered with all the details of your commodity, but who will note and remember a brief and striking announcement, with just words enough (and printed large enough) to let them know the nature of the article,

And your sign should be as easily read by artificial light as in the daytime. I notice many signs, which are quite legible during the day, become indistinct or wholly indecipherable by lamp light.

The signs that show best by night are those in which a white letter is used against a dark background. Among the latter are the H. O., Castoria, Spencerian Pens, Piper-Heidsieck and B. Clark's Celery Biscuit. These are all white letters on a dark blue ground. Hecker's Buckwheat has white and red, Bradley & Currier white and black, and Huyler's Cocoa a white letter on reddish-brown background. These signs are distinct from all points in the cars, and at night rise superior to poor lighting, flickering shadows and the wildest jolting of the craziest of cross-town cars.

THE Third Avenue Cable Cars strike me as being an even more luxurious innovation than their Airy Fairy contemporaries on the Broadway line. This circumstance is due probably to mere force of contrast. The Third Avenue Cable's predecessors, the horse cars, were for the most part so unspeakably awful in their unwashed, unpainted and internally faded antiquity, that our gain in comfort and elegance as represented by the new "cable" seems magnified a thousandfold.

ADVERTISING in the surface cars by means of circulars or placards suspended from the roof seems to have been done away with almost entirely. The method was a good one in one way, but a nuisance in others. Passengers were uneasy until they had secured one of the circulars, and they always waited patiently until the big, square placard faced their way, so that they might read its contents. But the circulars, when read, were thrown upon the floor, and the big placard was likely to hit you in the eye or knock your hat off when you arose from your seat.

Orders have been issued by the leading New York City street car lines forbidding the sale of newspapers on the street cars. The notice posted in the cars controlled by the Metropolitan Traction Company reads as follows:

In consequence of the number of serious accidents to newsboys, they will not hereafter be allowed on the cars of this line. Passengers are respectfully requested to co-operate with the company by buying papers before boarding the cars.

The move is a good one; good for the boy, good for the passenger, and good, we may say, for the street car advertiser, since the passenger who neglects to buy a paper before boarding the car will have all the more time for reading the ads.

Chicago, March 27th, 1804

Editor Art in Advertising, No. 80 Fifth Avenue, New York,

DEAR SIR:—Quite accidentally I had the good fortune to come across a copy of your March number. Anything about advertising interests me, and while I have read every line, from the cover to the "Gunning System," I was particularly impressed by your article on Street Car Advertising, because I am one of those unfortunates who have to ride in a cable car at times, and when the jerkety-jerk motion of the car, or the sooty, smoke-begrimed lamp chimneys make it somewhat of a task to follow intelligently

the solid agate report of the Pollard-Breckinridge affair, for instance, I find relief by letting my eye wander along "the frieze over the windows." But—does street car advertising pay? I have always thought that it does, but I wanted some sort of a proof to prove my idea to be correct, so I asked Mrs. Cuttle last evening whether or not she ever read any of the street car signs.

"Why, certainly, I generally read all I can see, unless Mrs. B. is with me, and then, of course, we talk about more interesting matters."

"And can you recall any instance," I asked, "where you bought or asked for a certain article, simply because you saw it advertised in a street car?"

"Well, now, let me see. Oh, yes, you remember last year when we lived in Indianapolis, I had the cook try some Cerealine, because their sign was so attractive, and you know you would have Cerealine for breakfast ever after that."

Evidently here was one instance where a street car ad. had made a customer; but I carried my investigation a little further and asked:

"Now, my dear, tell me which particular sign has made the most favorable impression on you; that is, which do you consider the most attractive?"

Mrs. C. thought real hard for a while (she can if she tries) and said:

"Well, I like the 'Mince Pie' sign the best. You know the one that says: 'Mince pie like mother used to make.' I think it advertises some kind of mince meat."

"Some kind of mince meat! Don't you remember the name?"

"Why, no, I never looked for that, but I presume if I wanted to order some of it, the grocer would have it."

Now, my dear "A. in A.," it seems to me there is a moral somewhere in this story, and that it is unnecessary for me to point it out. Sincerely yours,

CAPT, CUTTLE.

Carleton & Kissam have recently added to their list of roads the Pittsburgh and West End Road, of Pittsburgh (twenty-six cars), and the Boston, Revere Beach and Lynn Road, in Boston, comprising fifty cars and two ferry boats. The Brooklyn Union Elevated R. R. Co., mentioned last month as being in Carleton & Fissam, does not be may be a present. We make the acceptance of the control of the cont





THAT portion of the advertising pages which is devoted to seed and plant announcements always strikes me unpleasantly. The crowding of much matter into little space, and the consequent necessity of using small type, seems to preclude the possibility of securing a good general effect. Then the wood cuts are ugly. I've no doubt they are necessary, but they have a stiff, old-fashioned look that detracts still further from the appearance of the page. The advertiser of seeds and plants undoubtedly has much to contend with in making the most of his space. He is appealing to the farmer and gardener, and has a great deal to say to them, and they probably want to know all the particulars; hence the diffusiveness. But just the same. I don't like wood cuts of callas and pansies and strawberries, and I can't help thinking that there is much room for improvement in this special line of advertising.

Pitcher & Manda, in their quarter page, show that it is possible to condense matters. Their advertisement is the most modern in appearance of any in the lot.

Peter Henderson & Co., in their three-fifth page, make use of too much black letter and black border, although the matter is well prepared and to the point.

Burpee has full pages in the leading magazines, the best looking being that in the *Century*. It is delicate and light, and the wood-cut so small as to be quite endurable.

Robert Scott & Son occupy a half page with their rose announcement. The Dingee & Conrad Co. has a quarter page.



Henry A. Dreer makes use of a half-tone direct from photograph, which would be an excellent innovation had he managed to secure a better half-tone.

Jas. Vick & Sons, D. M. Ferry Co., J. T. Lovett, J. Ter Kuile, Stark Bros., Vaughan (the pansy man), Chas. A. Reeser and John Lewis Childs are all represented in the February numbers.

There are not many new advertisements. The Victor bicycles have a clever border, a section of which we reproduce. Lundborg's page is dainty and effective, as is also that of Bradley & Currier in the *Century*, one of Alfred Brennan's drawings being used in the latter with fine effect. The Pope Mfg. Co. have a new full page in which much fancy lettering detracts from an otherwise good business announcement.

The Vose Piano Co, makes its appearance in a full page, which might have been very much



better in design, arrangement and execution. The words "Vose Pianos" are atrociously rendered, and are quite out of harmony with everything else in the page. We think that this most excellent instrument should be more artistically announced. Their page in the April magazines is a great improvement on the one mentioned.

The Meriden Britannia Co. shows a good example, in its Scribner ad., of an inartistic half page. Here we have lettering of various kinds thrown together pell-mell, with small regard for harmony or general effect. As we have said before, if an advertiser is unable to secure a strictly first-class fancy letter, he had better stick to plain type. The same company has a more attractive half page in the Century.

A pretty quarter page is that of the Cosmo Buttermilk Soap Co., and, by the way, this company has a good article.



HEAD USED BY BUTTERMILK SOAP CO.

Another dainty quarter page is that of Higgins & Seiter. The latter firm and the Yale Mixture people always give us charming designs. A new and striking cut is used by the United State Printing Co. in advertising its various kinds of playing cards. N. W. Ayer & Son use a unique and complex design whose criss-cross lines give one a slight sensation of katzen-yammer. N. K. Fairbank & Co. have one of their substantial good-looking half pages in each of the magazines.

The Murphy Varnish Company, under the head of "classic goods," such as "statuary, essays, poems, paintings, and varnish," delivers one of its boarding-school discourses which no young lady under eighteen should fail to read at her earliest opportunity.

The "Absolutely Pure" Company gives a



CUT USED BY THE UNITED STATES PRINTING CO.

pretty new half-page drawing on the back cover of the Century.

The Franco-American Soup Company seems to be getting into its second childhood. Their paraphrasing of ancient boarding-house jokes for the delectation of an intelligent public is wearisome, to say the least.

The Vin Mariani Company is doing a tremendous amount of advertising, both in the maga-



A NEAT AD.



zines and daily papers. Their recent three-page ad. in the Evening Post was a "hummer."

The Ferris waist people are making use of the Ferris wheel in quite a clever way. James Mc-Cutcheon & Co., the linen firm, and James Mc-Creery & Co., the dry goods house, always have neat magazine announcements. Their newspaper ads. are also good specimens of high-class advertising. A good quarter page is used by C. D. Peacock, jeweler, of Chicago, and another by the Christy Knife Company. Primley's chewing gum is exploited in full and quarter pages which "bear" the mark of expert treatment. Dorflinger's half page this month is not up to its usual standard.

The Robt. Mitchell Furniture Co. has a wellprepared quarter page, using a good drawing. Curtice Bros. Co., of Rochester, and the Liebig

Extract Co. also have good quarter pages.

It has often occurred to me in looking over an advertising page that advertisements might be classified much the same as people. For instance, here is the elegant and aristocratic variety, which makes no mistakes in questions of taste, and which your eve singles out at once in any environment. Then there is the vulgar, moneyed, wouldbe-somebody advertisement, lavish in its outlay, but bearing unmistakable evidences of "unaccustomedness." Then we have the substantial, unpretentious, middle class advertisement, and the lower middleclass ad. These form the great majority of announcements, just as the corresponding classes of people predominate in society, Lastly we have the commonplace ad, and the insignificant, the vicious and the vulgar. You will recognize

them anywhere you

meet them.



Look pleasant!!! Keep your eye



Ready !!! One—two—three! Presto—'tis dese. How will you have them? Light or heavy— Dosgole or Grain—"Selar Tip" or Patent leather tip—School-rip" or Dress-wear. Misses or Boys two's to Beby's 0's Mundell's are the best Shoes for Children.

John Helpoell & Co. Shoemaress, Philadelphia



CUT USED BY FERRIS BROS.





Lundborg's,

the FINEST and most POPULAR PERFUMES made, received eight Medals, eight Diplomas, and the HIGHEST endorsements from the Jury at the World's Fair.



I NOTICED in the April number of the Review of Reviews insets by the American Line Steamship Company, the Columbia Bicycle, and the Hamburg - American Packet Company, respectively. These seem to me very good advertisements. The half-tone illustrations of the "American Line" inset are particularly interesting.

170 Believue Ave. Newport. R.L.

The same number had a page advertisement of the Weber pianos. This Company has also a striking and amusing page in McClure's Magazine for May. The day when these older piano companies could rest on their laurels and smile at the mad competition of newer companies is well over. The "standard makes" are being shouldered about by some very strong competitors among the later arrivals and feel the necessity of announcing themselves through the press "same as other folks." They all advertise now, even the stately Steinway.

The Vose page in this magazine is a vast improvement on the one criticized in another column. The border is very pretty.

I like the recent page used by the Pope Man-

ufacturing Company in most of the magazines: the one with the little silhouette figures riding down the left hand side. against a half-tone background, I consider this a very well balanced, artistic page, and better than anything they have used for some time.



MR. M. J. LYSTER,

ADVERTISING MANAGER OF THE AUGIER
CHEMICAL CO., BOSTON.

The Gormully &

Jeffery Mfg. Co. advertise their "Rambler" in a fairly good page, its best point being the brevity of the reading matter. There is nothing like brevity in an advertisement after all.

The J. B. Williams Company advertises its shaving soap very persistently and with much originality. I notice for the first time a trespasser on its particular field in the shape of the

MR. C. S. NEWCOMB,
ADVERTISING MANAGER OF THE KEEP
MF'G. CO., BOSTON.

Cosmo Company's shaving stick. The Cosmo people do some very good advertising.

An article which is being much pushed of late is Primley's Chewing Gum. I noticed one of their advertisements in Truth the other day and it struck me as being very well done indeed, and I am beginning to think that the day is at hand

when the gum-chewing maiden will meet her mother's reproaches with the announcement that "it's Primley's, mamma," and be forthwith pardoned.

THE May magazines contain numbers of new designs in their advertising pages. They arrive too late, however, for detailed notice in this issue of ART IN ADVERTISING.



MR. E. C. DONNELLY.

THE bill posting business of Boston is controlled by Donnelly, who is most comfortably quartered at 6 Tamworth street, and whose office has the appearance of being in every sense a modern bill-posting establishment. The advertiser has only to survey their methods in order to have a guarantee of faithful service.

In all directions, in and out of town, on the principal thoroughfares, drives and railroad lines, Donnelly's bill-board fences and advertising bulletins are to be seen.

Any advertiser intrusting his business to him will be sure to reap results that cannot fail to be profitable.

FACTS TALK.

New York, April 23, 1894.
Publishers Silver Cross, 158 West 23d street, New York.

GENTLEMEN:—We wish to congratulate you upon the great improvement in your paper, and we are pleased to state to you our belief in its value as an advertising medium, going as it does to such a select and desirable constituency. It has been the means of introducing our goods in hundreds of cities where we were not previously doing business.

Yours very truly, Childs & Childs, Mfrs. of "Bon-Ami."

THINGS WELL DONE.

A DVERTISEMENTS of the distribution variety—i. e., booklets, circulars, folders, etc.—seem to be turned out in as large quantities as ever—hard times notwithstanding.

A VERY neat pamphlet is issued by the Inte-

rior Hardwood Company in the interest of their parquet floors. This company also sends a goodlooking folder, the cover design in four colors.

BOUR & Co., of Chicago, are sending out an attractive booklet, entitled Illinois Central Railroad Advertising. The cover is very tasteful and the makeup throughout first-class. The work is that of the Fay Printing Company.

J. W. TAYLOR'S" Envelope Souvenir of World's Fair Views" is a neat booklet illustrated in half-tone.

ONE of the handsomest books we have received is the catalogue issued by the Æolian Organ and Music Company. The embossed cover is in a light gray tone, very dainty and artistic; the illustrations and reading matter are interesting and the printing beautifully done. It is a thoroughly good thing throughout. From the press of Kelly & Wefer.

W. ATLEE BURPEE sends us a paper cutter—the fifty-seventh we have received within six months—but the only one from Mr. Burpee. Mr. Burpee's taste in paper cutters takes the shape of a big Lima bean-pod, with two or three luscious-looking beans in evidence. The material is celluloid, or something like it, and the bean-pod printed in its natural colors. A clever little device.

FRANCIS J. MAULE is a "Manufacturer of Notoriety" and "Undertakes the Preparation of Commercial Literature." "Commercial Literature" is good—so is "Manufacturer of Notoriety." Mr. Maule's notoriety factory is in Philadelphia, and he sends us specimens of the manufactured goods, which, for the most part, are very well done. His booklet, in the shape of a big, black I, is limber and awkward to handle, but novel in idea. The pamphlet, entitled "Perhaps," is well prepared, and the "Circular No. 9" original and fetching. The only criticism we have to make is on Mr. Maule's card, which strikes us as being ugly and cheap looking—but perhaps that is part of the notoriety business?

MAST, CROWELL & KIRKPATRICK, publishers, Springfield, Ohio, have a very pretty souvenir booklet in colors. From the press of Raphael Tuck & Sons.

HOPCRAFT & Co. send a good champagne advertisement. It is a variation of the idea

which involves the touching of the paper with a spark of fire, "to see what it will do."

MR. CHAS. F. JONES, advertising manager of a large dry goods establishment in Louisville, Ky., calls our attention to specimens of his work in the daily newspapers. Mr. Jones has evidently given careful study to the business of advertisement writing, his work being varied and in good style.

THE Michigan Stove Company sends us a large supply of "dating stickers," with the information that "they will make the date stand out more prominently on a hotel register."

We don't know why we should be mistaken for a hotel clerk. We're not a bit that way—but we accept the dating stickers with thanks and shall do our best to keep them out of the hands of a certain small boy of our acquaintance, who could undoubtedly use the entire lot to advantage in the way of house and wall decoration.

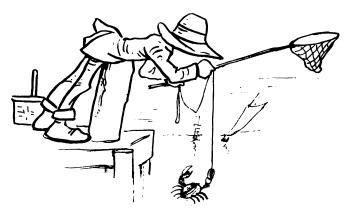
THE Whiting Paper Company has issued a very tasteful booklet entitled "Card Courtesy A Few Words on Visiting Cards and Their Uses." The cover is in heavy white paper and adorned with a simple but very artistic design.

GEORGE H. BUCHANAN & Co., "Printing Physicians" (what next?), of Philadelphia, send a neat folder entitled "A Fact and a Moral,"

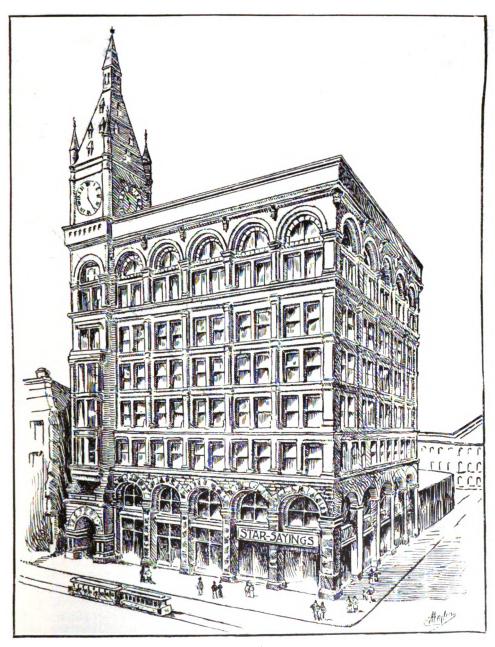
LORD & THOMAS, Chicago, have just issued a very neat booklet on school advertising, entitled "The School of Other Days." The cover, in white, blue and gold, is very pretty, the illus-

trations are well drawn, and the verses and other matter brief and clever.

OUR friend, Mr. Clifton S. Wady, the young business writer of Boston, whose picture appeared in last month's ART IN ADVERTIS-ING, complains that a portrait unaccompanied by a notice, however brief, is of no practical use to a man. We recognize a certain element of justness in Mr. Wady's faultfinding, and commend the modesty with which he refers to his portrait as "this mysterious cornerpiece." There are men who would consider the omission of a notice, in a case like this, as something of a compliment, and who would experience a pleasing sense of being too well known to require special introduction, like George Washington, for instance, or Ward McAllister or Mr. Coxev. (Think of signing a portrait of George Washington "Late Ex-President of the United States" or "Ex-Revolutionary General," or of thinking it necessary to give him a reading notice!) But we are not going to defend ourselves on the plea that we supposed Mr. Wady and the other gentlemen who escaped notice in last month's issue, were indifferent to being noticed. We were simply overcrowded with matter and couldn't get in half that we wanted to. There were several others slighted, unintentionally, but we shall certainly have an opportunity on some future occasion to give them an individual send-off all 'round,



A LINE DRAWING.



NEW HOME OF THE "STAR-SAYINGS."

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THE ST. LOUIS STAR-SAYINGS.

THE St. Louis Star-Sayings is an infant only in years. It succeeded the Sunday-Sayings and was first issued as a daily in the Spring of '88. Its growth and development in this short time have really been remarkable, and today it occupies a position in the foremost ranks of our best and most successful journals.

Star-Sayings is aggressive and energetic where the furtherance of the public good is concerned, and by its wide-awake, practical interest in local questions has endeared itself to the heart of the St. Louisian.

The managing editor, Mr. John F. Magner, though still a very young man, is a thoroughly experienced journalist, having occupied, previous to his connection with *Star-Sayings*, important positions on other newspapers. He was at one time managing editor of the *Post-Dispatch*, and later on news editor of the *Globe-Democrat*.

The business management is in the hands of Mr. M. J. Lowenstein, and the advertising department looked after by Mr. Charles T. Clarke. These two gentlemen, like Mr. Magner, have the advantage of youth and practical experience in their profession, and it is small wonder that Star-Sayings, under their combined efforts, has reached its present pinnacle of success.

The new home of Star-Sayings, into which this enterprising journal has but recently moved, is one of the finest buildings in the city, and in point of location could scarcely be excelled. It stands at the corner of Ninth and Olive streets, opposite the United States Post Office and Custom House, and is a magnificent and imposing specimen of modern architecture. There are few newspaper offices in the country that can compare in completeness of equipment with the new home of the Star-Sayings—and none that surpass it. The entrances to the editorial rooms are on Ninth and Olive streets, respectively. That of the business office at the corner of the building.

The editorial department is located on the second floor and fitted up with every possible comfort and convenience. Direct wires connect these rooms with every city in the United States, and by means of cable with the principal European cities.

The business office has been fitted up in a manner which surpasses in elegance and convenience the business office of any newspaper in the West, the furniture being of solid, highly polished quartered oak, handsomely carved and trimmed with brass.

The composing room adjoins the business office on the first floor, and is fitted up with the latest improved type-setting machines and all the improvements which go toward making a modern newspaper composing room. Because of the machines almost any amount of type can be set in a day, so that news is never left out, unless the great press upon the advertising columns cut down the space. The composing room faces on Ninth street, and all day long great crowds of people line the sidewalk, and, open-eyed, watch the machines as they set line after line of type.

The press-room, of course, is located in the basement, and is equipped with two of the fast-est perfecting presses made, and is the model press-room of the country. It is high, light and airy, and supplied with everything which can make a perfect press-room. The presses are located in the Olive street end, near the mailing department, so that the papers can be wrapped and sent to the mail in the shortest space of time possible, The new stereotyping machinery is also located in the basement, and matrices can be made and type cast in the shortest possi-



The Fatal Lilies.

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	Promote from the same	

A SUNDAY SUPPLEMENT.





MR. M. J. LOWENSTEIN, BUSINESS MANAGER STAR-SAYINGS.

ble space of time. The newsboys are also supplied in the basement, and the circulator makes his headquarters at evening right close to the presses. Here, too, are located the steamengine which runs the presses, and the electric motor, which furnishes power for the linotypes. All the shafting for the latter is in the basement, which has ample room, and so removes all danger of accident from the composing room.

Taken all in all, the new quarters of the Star-Sayings are as near perfection from a working standpoint, and as handsome from an artistic standpoint as it is possible to make a newspaper office.

Under the present administration the business of the paper has increased phenomenally. In the first two years of its existence the circulation increased 60 per cent., and the increase in the volume of paid advertising has been proportionately large. In the first six months of 1891,

2,948 columns of paid advertising appeared in the Star-Sayings. In the same period in 1892 the number of columns of advertising published ran up to 3,861, and in 1893 to 5,685 columns, an increase over 1892 of 1,824 columns, or 47.2 per cent., and over 1891, 2,738, or 93 per cent. The record so far made in 1894 in columns of paid advertisements published is gratifying in the extreme, and promises to eclipse even the remarkable increase of the past two years.

Mr. M. C. Reefer represents the Star-Sayings in the East. His office is in the Tribune Building, New York.

The newspapers of St. Louis are well conducted and seem to enjoy considerable prosperity. The Globe-Democrat is doubtless the best property, though the Republic is not a bad second. They are the two leading five cent papers in the city. The Post-Dispatch, the Star Sayings and the Chronicle are the two-cent papers.

The first is still owned by Mr. Pulitzer, and is in charge of Mr. Woods with Mr. Taylor at the head of the circulation department. It seems to be a live paper with plenty of hustle. An extended account of the bright and popular Star Sayings appears in another column.

St. Louis is celebrated for its street car manufactures, and for its own splendid equipment of street cars. There is no city in the West where the street car advertiser gets such a show as he does in St. Louis. Mr. Ewing Hill, the president of the Western Advertising Co., was found in a brand new suite of offices in the brand new building of the Union Trust Co., the finest building in St. Louis. At his suggestion I made a tour of the various street car lines-Mr. Hill having exclusive control of all the street cars in St. Louis, so far as advertising is concerned-and found them to be unusually handsome. As an advertisement for the builders themselves, they are a great success, and as one of the influences that is building up the new city, they are of special importance. All the cars are extra size and length, are splendidly lighted, and are operated by electricity. A sign is easily read at all hours of the day and night. The circulation of a street car advertisement in St. Louis is therefore very large, as the passenger traffic is great, the signs are well displayed and everything conducive to success. Mr. Hill reports business very fair, and says the St. Louis people are not complaining so much as the real state of business warrants.

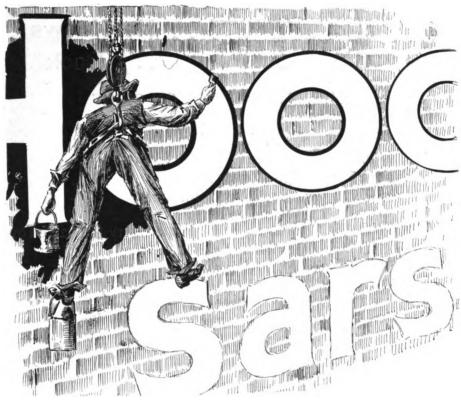
The newest fad in St. Louis advertising is that of bill board and bulletin advertising. It is true that as a matter of fact "bill sticking" was carried on to some extent in St. Louis prior to the advent of the St. Louis Bill Posting Co., but never before in a business-like, systematic, guaranteed-display sort of a manner. This company comes originally from Chicago and has Mr. Robert Gunning of that city at the head. They have revealed to the advertiser who would do business in St. Louis, the existence of a number of prominent locations for wall spaces, bulletins and bill boards. A bulletin, I might explain, is a substantial structure built at a considerable elevation, and placed to command an intersection of a street or the entrance to a boulevard. The advertisement is painted thereon in gorgeous colors. The site is selected solely on account of its commanding importance. They are located for the most part on the main thoroughfares of the city, and at such points as will intercept the major part of the city's population on its approach to the business section. As all outgoing and incoming strangers are landed at the one station, the visitor is unable to escape the effect of the series which covers the gateway of the city. The system is admirable and complete. The attention of a city of 600,000 population is thus secured in a striking, effective manner.

Mr. Gunning's great success in Chicago is undoubtedly helping him here. The intense antipathy which is popularly supposed to exist in St. Louis toward all things Chicagoean, but which in reality is mere newspaper talk, has completely disappeared before the splendid showing made by the St. Louis Bill Posting Co. Business is business the world over, and the merchants of St. Louis want to spend their money where it will do the most good, Tilton and Mr. Beard, together with the entire force, are residents of St. Louis. It is not as if they were a Chicago house with a branch in St. Louis, but they are virtually and wholly a St. Louis institution. They are thoroughly alive to the possibilities of their new field and are reaping all the benefits of local residence.

Undoubtedly St. Louis has entered upon a new era. There is a spirit of enterprise abroad that is making itself felt. There was at one time an association of merchants known as the Autumnal Festivities Association, having for its object the promotion of the city's welfare. Its accomplished secretary, Mr. Cox, achieved great results through this organization, for the city, and it is a pity that it will soon expire by limitation. The society did splendid work. They had a fund of over half a million for making known the various attractions which the city offered the merchant and manufacturer, and in many ways it helped along the development of the Capitol City of the Southwest. It ought to be re-formed.

THE Magazines for May contain numbers of new and interesting advertisements, but arrive too late, unfortunately, for detailed mention in this issue of ART IN ADVERTISING.

Subscribe for ART IN ADVERTISING, \$1 per year in advance.



GET ON TO "HOTES" CURVES

High up and way up
In the art of painting HOOD'S name up
"HOTE" is the Sign King on Sign Advertising Display

From the Atlantic to the Pacific From way down East To clear out West From the Valley of the Yosemite To the Coral sands of Texas. Everywhere the cyles and curves of Hood's Sarsaparilla.

All the World round
And all the World over
Hood's and only Hood's
Painted in Yellow and Black
Along the Railroad track.
Signs handed in on the Limited.
The Traveling Nation enjoys their aggressiveness
Painted by "HOTE" and only "HOTE"
The world-wide world-beater Sign Painter.

"HOTES" Brush Advertising National Adv'g Service

C. S. HOUGHTALING, Advertising Contractor

74 & 76 East Madison St. Chicago, III.

3 Park Place New York

Digitized by Google

66 HOTE ? He Knows His Book

AN ENCYCLOPEDIA ON SIGNS

"HOTES" KNOWLEDGE
Is born of Experience
For 25 years Sign Contractor
to the Advertising Kings of America

KNOWS HOW to make displays at every City and Town KNOWS every dead Wall-Bulletin
Barn and Fence Advertising spaces
Throughout the United States and Canada.
KNOWS HOW to Paint Signs
"EYE BURNERS" quick EASY READERS
KNOWS where to paint Signs
As permanent reminders.
KNOWS HOW to Sign advertise
"Boom up" make Quick ready sale.

Buy knowledge with your Advertising And experience in Signs At Wholesale from first hands From "HOTE" and only "HOTE" Cities, Towns, States and Continents Signed up by contract.

"HOTES" Brush Advertising National Adv'g Service

C. S. HOUGHTALING,

Advertising Contractor

74 & 76 E. Madison St. Chicago, III.

3 Park Place New York



ART IN ADVERTISING.

The Winthrop Press 32 and 34 Lafayette Place Rew York

Perbaps your printer isn't prompt Or does unsatisfactory work— Or is naturally an unbappy man And makes you so—

When ready to change—write or call We have sunny dispositions And have doubled our plant this month We guarantee you a pleasant visit



HERE are two letters worth reading. The first is sent us as an actual copy, the other is anent the discussion in the Sun as to who shall succeed as King of the Dudes, and controverts the Sun's claim that J. Lee Tailer is entitled to that distinction, he having appeared at a ball in New York wearing a pair of red silk hose.

NEW YORK, Jan. 23, 1894.

Mr. Ernstein, Columbus, O.

DEAR SIR: Ve haf received your letter von do 13th, mit exbense agount und round list. Vat ve vant is orders. Ve haf blenty maps in N. V. von vich to make up round lists, also big families to make exbenses. Mr. Ernstein, ve fint in your exbense agount \$2.50 for billiards, blease dont buy any more billiards for us, vat we vant is orders. Also ve do see \$7.50 for a horse and buggy. Were is de horse and vat dic you did mit the buggy? De rest von you exbense agount is nix but schleebers. Vy it is you don't ride more by day times?

Ve send you today by frade two boxes zigars, one costed \$1.40, de oder 90 cents. You can schmoke de dollar forty cents box, giv de oders on your customers. Ve did sended you also sambles of a necktie vot costed us \$7.00 a gross. Sell dem for \$7.25 a dozen; if you can't get \$7.25 dake 2.25 Vat ve vant is orders. Dey is a noveldy as ve haf dem in stock 2 years und aint sold none.

My bruder Louie says you should stop in Hambuldon, O. His cousin Mary Blum lifts dere. Louie says vat you should sell Blum a good bill. Dry him on dose 7.25 neckties first. Git good brices. He is Louie's cousin. Sell him mostly for cash, tell him ve vant orders. Also Louie says vat you can leave Columbus at 11.40 in de night, and get by Hambuldon at 3.35 in the morning. Louie says do dis und you vont need no schleeber. You schpend too much

for schleebers. Ve dont need schleebers. Vat ve vant is orders.

Dont date any more bills ahead, as de days are longer in in summer as in winter. Louie says dont show Mark Blum his cousin any of de good sellers. Unt remember, Mr. Ernstein, vit us eder you do business oder you dont do noting at all. Vat ve vant is orders.

Yours, Druly, Morgenstern & Co.

P. S. Keep de exbenses down.

ED. THE SUN NEWSPAPER; DEER SIR: I red 2 peaces in your sun paper saying wich is best dresser in the 400 and so forth and I drop you these few lines for you to pleas anser me wheather a mug has to be a four hundreder to get rote of in your newspaper, &c. for the difference kinds close he wares so if he dont have to I can put you on a man is a bute in the Merry

Social Coterie of East 4 st, name Gus man, he is a German lithografter and labels for cigar boxes covers he is a artist рa a Farmer on the floor not being ust ch. Well, on the las ball we had cum he shos up with a painted piciı tu necktie painted on his bare shurt frunt it vas painted by hisself, it was a fancy collered necktie with a fine stud painted in all looking like it was fassent to his coller ded strate sos to give you a big razzle if you was 10 ft, off &c, and when you cum clost you seen how you got the big horse laugh on you an say he give it to a lot of us that nite. He acks like a Farmer when hese dansg with a lady but you bet hese a winner with that there painting &c. Knowing your business is get up facts for your paper am also a reeder of your paper already I rite you this on account if you can rite it in good shape to thro down this here Lee Tailor with his pair of red socks on at a party. And this here mug Tailor aint in it with this Gus Leiberman Ime riteing about for a short time past since that 4th annual ball of Merry Men &c. which please excuse bad riteing and I was floor manager that time too, besides what the hell is a pair red socks amt, to Yours respectfully, any way.







Go into the Reading Room of any Club in the country and notice which of the Illustrated Weeklies is most in use.



The Hearthstone

HAS THE LARGEST LIST OF PAID-IN-ADVANCE SUBSCRIBERS OF ANY SIMILAR PERIODICAL IN THE WORLD

CIRCULATION, 600,000

COPIES PER MONTH.

Advertising Rates, \$2.50 per Agate Line.

Address The Hearthstone,

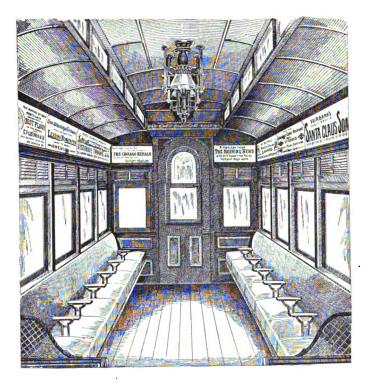
285 Broadway, New York.



Illinois Lentral R.R. Advertising

25,000,000 people are being carried suburban trains

These read our car signs, **bulletins** and suburban waiting room " Ads."



Millions more on through trains

These read our bulletin signs and through line depot signs

Suburban Car

Suburban Car
Bulletin Board
Waiting Room
Signature
Suburban Car
Bulletin Board
Waiting Room

RATES LOW

RESULTS EMINENTLY SATISFACTORY

BOUR & COMPANY

59 Dearborn St., CHICAGO



DONNELLY

Controls all Protected Bill Boards on Best Thoroughfares in Boston and vicinity

We Distribute Books, Circulars, Handbills, House to House

BILL POSTER

We place Lithographs and Framed Advertising Matter in Business Houses, Hotels. Tack Signs, Railroad Cards. Etc.

Spaces secured in all parts of Boston and suburbs for Advertising Sign Painting

BOSTON

Address: 6 TAMWORTH ST., Boston

Telephone 3754
Digitized by OOS



NEVER Turn Your Back on a Good Thing



In times of depression, advertisers take more care in selecting mediums than at others. It then becomes necessary to sift the wheat from the chaff; to separate the good from the bad and indifferent.

St. Paul was one of the best and most incisive of preachers that ever lived. Every word of his was a pointed shaft shot straight to the center. Every word of advice, every admonition, every command was directed not only to his immediate hearers, but to all the coming generations of Christian civilization. Hear his advice to the Thessalonians: "Prove all things; hold fast to that which is good." No words that were ever written to advertisers gave better advice than these. Don't take things on faith, but prove everything, holding fast to that which is proven good.

What a sermon to advertisers might be preached upon this text! How many thousands of good money would have been saved if advertisers had only adopted this solid advice for the golden

rule of advertising!

Every publisher and every solicitor paints the same fairy-land picture. In some few cases it is reality itself; in hundreds of others it is drawn from imagination. But the solicitations for the

papers are the same, how can the advertiser discriminate?

By following the text and making the publisher prove by reasonable proofs his circulation. You are entitled to it just as much as you are entitled to proofs when you buy coal, or meat, or cloth. What does this mean to the publisher if he be honest and doing as he agrees? It means that he will gain not only confidence and new patronage; but that the dishonest circulation liar will have to go to the wall.

THE PEERLESS VICKERY AND HILL LIST

Circulates not less than fourteen hundred thousand copies of the papers each and every month. There is no secret evasion or mental reservation in this statement. We not only give proof, but we ask the doubting advertiser what proof he wants, and anything reasonable is at his disposal. Bear in mind that these papers are published at our own plant. Two enormous rotary presses with the largest capacity of any fine work presses in the world, whirl their cogs and wheels day after day, getting out these enormous editions. Our business is not done in the lock box of a post office, nor in the desk room of some office, but in our own buildings. Our papers have been established for years, and for over twenty of them we have been proving circulation voluntarily.

lished for years, and for over twenty of them we have been proving circulation voluntarily.

But success in others creates envy and malice in small minds, and often to serve their own ends, feeble imitators class these magnificent and successful papers with the abortive attempts which they create. In their wretched desire to share our success, they throw mud and decry.

Pay not attent on to this, but follow the text, and demand reasonable proofs of circulation. "Hold fast to that which is good," and to the papers that prove. Established reputation, proven circulation and square dealings commend the publisher; not what his advertising circular says.

Remember that you should now be using our papers. This is the best season of the year, and best results are obtained. See about this to-day, and place your order at once. If you are using

the List, and it pays, increase your space.

Never turn your back on a good thing, but patronize it. Don't be deceived by circulars or solicitations that claim that other papers are "as good as" the Vickery and Hill List, or by those that slur us. Our papers are here open for examination, established for years, and with an unparalleled reputation. We want your patronage, and when you give it you know you will be honestly dealt with, and will receive paying results. For any information or estimates, write either to us or to any reliable advertising agent. We are always glad to correspond with new or old advertisers.

THE VICKERY & HILL CO., Augusta, Maine

Or C. E. ELLIS, Special Representative, 517 Temple Court, New York.





"The Grind of Poverty"

Tells of the progress of many a success-worthy enterprise—barely making expenses. . .

"The Wave of Prosperity"



Suppose you let us plan an expenditure for youget up a series of ads, and an est mate. You'll be under no obligations to use them.

Lord & Thomas

Newspaper and Magazine Advertising

45 Randolph St.

Chicago

Digitized by Google



B00K-KEEPING

> AT A GLANCE.

FORSPREMIUM OR COUPON PURPOSE

BY EXPERT J. T. BRIERLEY,
A SIMPLE AND CONCISE METHOD OF
PRACTICAL BOOK-KEEPING, WIth Instructions for the proper keeping of
Books of Accounts, and Numerous
Explanations and Forms, showing an
entire Set of Books based upon actual
transactions; How to Take off a Trial
Balance Sheet, and finally Close and
Balance Accounts, Equation of Payments; Catechism of Book-Keeping; being conversation between teacher
and student, etc., etc. Containing
3 in. Bound in Leatherette. Price 50e.

HOW TO PRONOUNCE 10,000

DIFFICULT WORDS.

AN AUTHORITATIVE HAND-ROOK
OF WORDS IN COMMON USE.
There are few persons whose education is so complete as to ensure the correct pronunciation of all the words met with in daily reading. The aid offered to the reader or speaker is very great. It enables the orator or reader to get at once and at small cost the pronunciation of a strange word; without it he might have a dozen dictionaries and then not find what he wanted. It also contains an extended list of words often incorrectly pronounced. By F. M. PAYNE, 128 Pages, Bound in Russia, Indexed, Price, 50c.

THE SPEED SECRET. A NEW BOOK FOR STENOGRAPHERS

A New Book For STENGGRAPHERS
AND TYPEWRITERN.
A SHORT CUT TO RAPID WORK.
A Practical and COMPLETE SYSTEM
for gaining speed, 100 Words a
minute gained by those who have
used it. Paper cover, Price, 50e.
Russia, ". 75e.

Samples to publishers for examination at 40 per cent discount postnaid.

Catalogue of other books suitable for premiums sent FREE on application

Eccelsion Publishing House, Nos. 29 and 33 Beekman St., New

Dodds

BOSTON: 265 Washington St

NEW YORK :-World Building

Reliable dealing, low estimates, and careful service have given this agency a standing with advertisers equalled only by its influence with newspapers!

Advertisements specially prepared for our Clients.

SEND FOR ESTIMATE.

BINDERS.

To keep your copies of ART IN ADVERTISING in good condition, and easy to refer to, send for a binder : 60 cents.

Send to us for prices of

Electrotypes

Bill the Cuts in Art in Advertising are for Sale

Art in Advertising Co.

ART · IN · ADVERTISING · CO.

H. C. BROWN, President.

JUST FROM THE BINDERY

ART IN ADVERTISING

FROM THE COMMENCEMENT!

I. and II., March, 1890, to Feb., 1891, containing 258 pages.

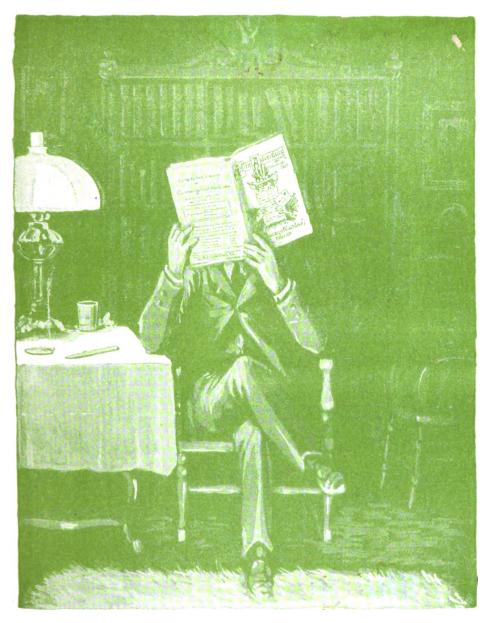
III. and IV., 1891, to 1892, 306 V. and VI.. 1892, to 1893, 450

Marking a steady growth and every page full of interest and suggestion to the Advertiser. Handsomely bound in cloth. Price \$2.00 a volume.

LIST OF GENERAL ADVERTISERS

throughout the country, prepared by the ART IN ADVERTISING Co. Price \$2.00 a copy.

Digitized by GOOGIC



This is a specimen of a full page advertisement prepared by me, and used in current magazines. It has yielded splendid results. My business is to make designs and illustrations for business purposes, and I will be pleased to enter into correspondence with you in regard to preparing illustrated advertisements for you specially.

H. C. BROWN, 80 Fifth Ave., N. Y. City.



OF THE ADVERTISING ARENA

Gunning in His Great Act of "THE GUNNING SYSTEM

The above illustrates the manipulation of permanent out-door display advertising in a galaxy of American business centres by the R. J. Gunning Company of Chicago Digitized by



N. W. AYER & SON, Newspaper Advertising Agents, Philadelphia

Price, 10 Cents

Digitize \$1.00 a Year

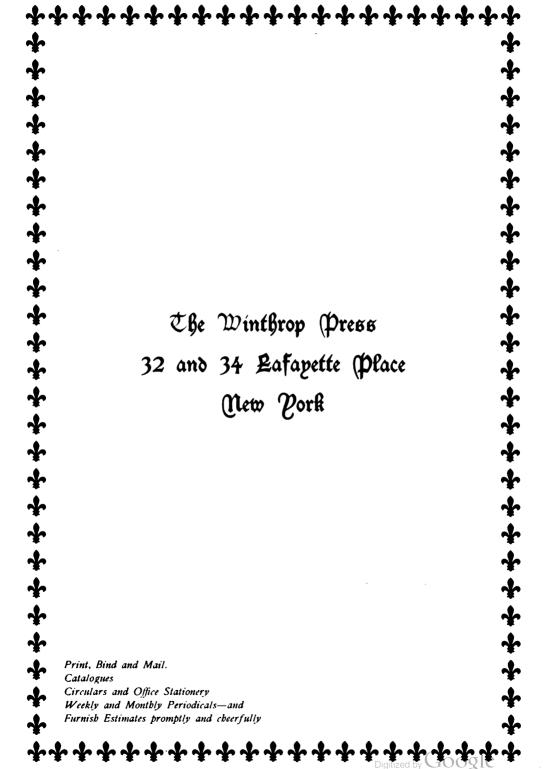
"The Mayflower" Pays Advertisers

For Rates address
JOS. J. DeLONG
89 Tribune Building
New York

THE great international Christian Endeavor Convention is to be held in Cleveland in the month of July.

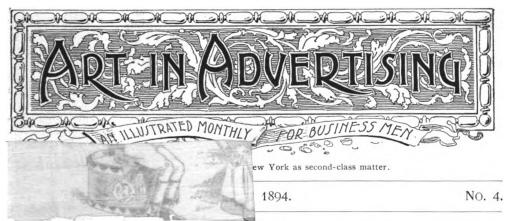
The Golden Rule

of Boston, Mass., the official organ, issues a **Souvenir Convention Number**, which goes to the regular list of 96,000 subscribers, and is also distributed in the Convention. Space at regular rates. This issue is kept for years as a souvenir. Forms close July 1st. Address George W. Coleman, Advertising Manager, 646 Washington St., Boston, Mass.



t Be	Winthrop (Pres 32:34 L afape	ss tte Place, (New York	+
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L ook	over the plant and the (Plan	+ ters. L our	# mind wiss do	the rest.





Published by The Art in Advertising Co.

80 Fifth Avenue, New York.

CHICAGO Office, Herald Building.

H. C. Brown, President.

E. L. Sylvester, Editor.

ISSUED ON THE FIFTH OF EVERY MONTH.
ONE DOLLAR A YEAR IN ADVANCE.

"What are we waiting for?"

To deprive your business, in dull times, of the advantages of advertising is pretty much like depriving a man, when he is sick, of the doctor's care.

A LITTLE knowledge may be a dangerous thing, but it is usually highly satisfactory to its possessor.

Apropos of nothing, we are reminded of the story of the stump speaker who, upon declaring, with telling emphasis, that there were "Good times a-comin', boys!" was promptly interrupted by an old fellow in the audience, who arose and drawled out, "Say, Mister, you couldn't fix the date could you?"

CERTAIN of the smaller advertisers who are wisely and pluckily keeping up their advertising through the dull season, are like the boy who whistles in the dark, in order, we are told, to maintain his courage. But the boy who whistles in the dark is no coward—if he was he wouldn't whistle; he would keep quiet and listen in an agony of fear for the dreaded something that might grab him from behind.

BETTER kill time than kill our industries, says Senator Chandler; but better still to kill neither. The less time wasted the sooner will our industries get on their feet again.

THE times are rather rantankerous, that's a fact, but there are no outward and visible signs of distress among the leading advertisers. They may be weeping and wailing and gnashing their teeth "behind closed doors," but if so the public gains no inkling of the truth from any shakiness in their advertising.

THE magazines and newspapers carry well filled columns. The spaces in the street cars, cable and otherwise, are quite fully occupied and we meet with many new signs, posters, placards and show cards of every description. The elevated trains' advertising spaces are still a little short, but it is mostly small dealers who have dropped out and they will drop in again, fast enough, when the scare is over.

THE House of Representatives is anxious to adjourn. The members want to get home to look after their fences, with which the hard times, the political cyclones and, incidentally, the sign painter, have played such havoc. Happy the Senator whose election hinges not on the whim of the people and whose fences have at least a six years guaranty.

THE country is not going to recover in a day from its long prostration, even when recovery fairly sets in. The restoration of prosperity will not be wrought by a miraculous flash light as was the conversion of Saul of Tarsus. It must of necessity be a slow and gradual process, for evidently the disease, whatever it is, is deep seated and obstinate.

STEPHEN GIRARD contended that the proper time to advertise was when business languished, and when merchants stood most in need of patronage.

GEN. COXEY and his staff discovered that the Government isn't half as exclusive as they thought it was. They were kept off the Capitol steps, but had no trouble at all in getting into the District of Columbia jail; and the jail is much the better advertising medium.



HE question of whether a solicitor should or should not make an appointment with his prospective customer, still remains unsettled. It seems to be a matter of individual choice on both sides. Some managers invite the attack, and keep on hand a choice collection of prehistoric tales with which to waylay the unsus-

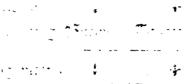
pecting solicitor. Others prefer to deal with him at long range, and insist upon a certain amount of circumlocution ere the desired interview is granted.

The present system seems to favor a promiscuous seeing of everybody, at all hours. So long as the appointment system is so wholly disregarded, matters will doubtless continue in their present course. We still think, however, that a great gain to all concerned would result from a better understanding on this important subject.

It is amusing to note the various reasons given by many retail dealers for their so called "sales." It is usually because of "Removal" or "Alterations," or "To make room for new goods," but a tinware merchant strikes a vein of originality in the following:

"This entire stock must be sold out before the

warm weather comes." As tinware is a commodity that is entirely independent of season, and there is no hint given in this announcement of either removal, alterations, or new goods, one wonders what the proprietor of the establishment proposes to do with himself during the heated term. There is something ominously predictive of a hard Summer in this way of putting it.



A BIRD in the hand is worth two in the bush, but an Anheuser-Busch in the hand is worth a swallow any day.

No longer is the poor Indian solitary and alone. Everything is Lo nowadays.

A ROUND of beef ought to furnish a square meal



A CASE OF DUBLIN STOUT.





I HAVE noticed that the public, especially the feminine portion of it, shows a very decided propensity for buying small articles that are displayed in bulk. To be more explicit, a window or show case devoted exclusively to the display of a single article, be it hair brushes, scent bottles, belt buckles or hams, will attract many purchasers, where the same articles, disposed among other goods, or shown only in small quantities, would not be specially noticed. And I do not mean by this a bargain-sale display. Shop keepers frequently make a special display of some particular article. They pile up a mountain of big sponges, or cover a counter with Japanese teapots, or pocketbooks, or hairpins-things that are always in stock, but not always so prominently displayed-and somehow, the very quality of "quantity" seems to possess a peculiar fascination that few shoppers can resist. I venture to say that a woman seldom returns from a shopping expedition without having in her possession some little article which she had not thought to purchase. It is the same in almost every branch of retail trade -the drug store, drygoods and fancy store, and even the grocery. The special display idea has always seemed to me a good one.

"CARPERTSCLEANED" is the somewhat mysterious sign, painted in crazy letters, on the side of a Washington handcart. The proprietor is a darkey, of course. Another handcart is decorated on each of its four sides with the words "Expres to Hir."

THE following notice, taken from a newspaper of 1786, will give some idea of what the perpetrator of signs and "show boards" had to contend with a century ago:

Several of the citizens, to the disgrace of good order and common decency, erect signs and show boards in such an extravagant manner, that they not only encroach upon the privileges of their neighbors, but disgrace and deform the police of the city.

THE following is a specimen of advertising poetry twenty-five years ago:

"Ye who are for clothing needy, Ye whose garb is growing seedy, Why in conscience don't you go And make a call on Smith & Co.?

Winslow's syrup for the babies, Grecian bends for all the ladies, For men—suits from top to toe, From the store of Smith & Co."

"AT THE TEA TABLE" is the title of a little cut, presumably from an advertisement, which is reprinted in a recent number of Fame. The fact that the picture represents a young woman in street array, induces the society editor of Fame to give himself away as follows:

"The world has hitherto held the culture of Boston in more or less awe, but if the ladies there wear bonnets and sacques at the tea table—that settles it. I am wholly prepared now to believe the society queen there eats her baked beans with a knife. Thus are our idols shattered."

The writer evidently has in mind the "Tea Table" of his grandmother—around which the family gathered for its regular evening meal—and forgets, for the moment, that more modern function, the "Five O'Clock Tea," where street costume prevails, and which is, of course, the tea referred to by a Boston advertiser.

You can never tell, after all, just how your advertisement may impress a man.

The little cut printed herewith is used by the N. Spencer Thomas Company, of Elmira, N. Y., in advertising their dyes.



AND here is what one man writes in response to it:

Ω

WALKERVILLE, IOWA, April 18, 1894.

ELMIRA, N. Y.

Page Jr.

DEAR SIR: I saw your adv. in the Youth Companion Fast Black for coloring horses.

What do you charge for enough of the dye to color 2 horses weight aboud 1000 & does the Black come of when the horses sheds?

Ans. amediately, Yours in Respect,

irs in Kespect, Chas, C. A.

P. O., Walkerville, Iowa.

WE are glad to notice the marked improvement made by the Review of Reviews in its pictorial work. The half tones are much better printed than heretofore, although not altogether what they might be. However, the Review of Reviews is the Review of Reviews, and why should we find fault with it?

THE Coxev camp in Washington was con demned by the authorities for being kept in a filthy condition, supposed to menace the health of the community. Walking through the camp one day, I passed a group of weather beaten "soldiers" who seemed to be busily engaged in discussing the action of the powers that be. Said one old fellow, with a skin like russet shoe leather, and an expression of countenance that defies description, "I tell ye, I kin show you a dozen back yards, right in this neighborhood, that one of our Western hogs couldn't live in." "That's so," said another, "Our hogs would die in them yards," and then I passed out of hearing; but I have been wondering since if there was not just a grain of truth in what they said.

An enterprising saloon keeper, located opposite the camping ground, took prompt advantage of the situation, and hung out a tremendous home made sign announcing his place as "Coxey's Headquarters." The grimy little den wore an air of loneliness, however, and the men in camp seemed to be uniformly sober, and eminently capable of the three hours' parade, suggested by Mr. Kramer, (and referred to in another column).

A FEATURE of street life in Washington is the sidewalk auction sale. The Washington sidewalk is generous in width, but the motley crowd, attending one of these sales, usually boils over into the gutters and street. If it is household goods that form the attraction, it is customary, when the pavement is extra wide, to put down carpets and set up the furniture as the dealer's more or less æsthetic taste may dictate. Here is a bedroom, for instance, set out with bedstead, bureau, washstand and chairs. There is no roof but the sky and no walls on which to hang pictures. Now and then some venturesome individual walks into one of these outdoor rooms and examines the furniture more closely -sitting on the chairs or lounges-looking into the mirror and kicking up the nap of the carpet -if it has any nap to kick. The crowdis usually composed of boarding house keepers and darkies and the bidding on the pitiful, cheap furniture sometimes becomes very spirited.



THE following is a true story, not an ART IN ADVERTISING story, and was told me by the plucky little woman herself. The lady in question, being possessed of some literary ability, endeavored, upon the death of her husband, to support herself and little son by writing for the newspapers. Her efforts were not crowned with much success, however, and she found herself, one day, so hard up that she was unable to purchase a muchly needed pair of shoes for the boy. And the way she solved the difficulty was this. Chancing to run across the poetical advertisement of a certain shoe store in the newspaper, she sat down and wrote a "pome," which was much better, put it in an envelope, with a note to the proprietor of the store, and sent the small boy, in person, to deliver it. The result was a substantial pair of shoes, in exchange for the poetry, and a request for "more" of the same sort, Sounds like a fairy tale, doesn't it?

THE cut below represents a bit of fancy gardening as perpetrated in a Chicago park. Here we have Cleveland and Harrison engaged in a race for the Presidential chair. The column, rising in the rear of the chair, is surmounted by an owl, who is supposed to have given vent to the query, "HOO?" which embellishes the column just below him.

A HAPPY newspaper marriage has just taken place in Detroit, the contracting parties being the semi-weekly Detroit Journal and the Commercial Advertiser and Michigan Home Journal. The Journal is favorably known as an aggressive Republican paper under the management of Wm. Livingstone, Jr. The semi-weekly edition is of recent birth, called into being by the demand for a simon-pure Republican weekly to reach the rural population of that great Republican State, only the Journal goes the demand one better by giving a semi-weekly 8-page paper instead of a weekly. The Commercial Advertiser has been a widely known home weekly in Michigan for over 32 years. Subscriptions and advertising contracts will be carried out in full by the amalgamated paper, which will be known as The Detroit Journal and Commercial Advertiser, semi-weekly.

THE IRREPRESSIBLE KRAMER AGAIN.

Editor Art in Advertising:

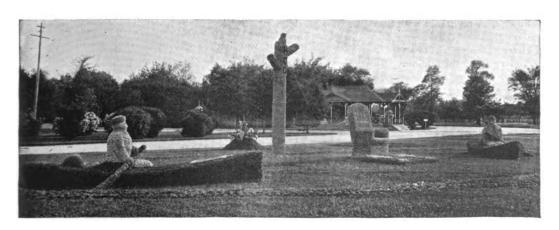
DEBR SIR: Did you see the telegram flying around the country that I wanted to hire the entire Coxey Army? I country that I wanted to here the entire Coky Army: I proposed to have them make a three hours' parade on the principal streets in Washington City, for which I paid them \$3.00 per head. Cokey refused to accept—at least he didn't acknowledge receipt of my telegram. However, I cannot blame him for it, as he was in jail at the time the releasement searched Washington. cannot blame nim to the control telegram reached Washington.

Very truly yours,

INDIANA SPRINGS CO.

S. W. KRAMER, Gen. Mgr.

THE dissipated young man is usually dizzypated.



A BIT OF CHICAGO GARDENING.



THE advertiser whose announcement makes an impression on the women is to be congratulated. Their taste in such matters, so far as I can judge, seems to turn particularly to the representation of child life, nor do they confine their interest entirely to the human baby. Almost anything that is young, from that unwieldy infant, the "Baby Elephant," down to a kitten, is, in the mind of the average woman, "too cute for any use."

When it is possible to show a baby picture with your announcement, you had better do so, or a puppy picture, or kittens, or a young hippopotamus. I heard more feminine comment on the baby picture of last Winter, than on any other sign displayed in the street cars. It was the "calendar baby," and, in most instances, had to be set in sideways in order to fill the space. But even this semi-inverted display of his charms seemed to detract in no wise from the youngster's popularity with the ladies. Another sign favorably noticed, is the pretty little damsel used in the ribbon advertisement. Advertisers seem always to have been aware of this preference of the feminine public for infant pictures, and perhaps no other phase of life has been so largely drawn upon for illustration, but it has not been used much by the street car advertisers.

We don't charge anything for this suggestion but hope that a few advertisers will refrain from taking advantage of it. These may be people patronizing the street cars, old bachelors and things like that, who would not take kindly to a redundancy of "Infant Ads."

Subscribe for Art in Advertising, \$1.00 per year.
No deadheads.

AMONG the handsomest signs displayed in the Broadway cable cars are the following: Gardner & Delafield, Olive Oil, white letters on a dark green background; The Royal Blue Line, white on blue; Lansing's Reduced R. R. Fares, yellow on green, and James McCreery—black and red on white. The green background seems to be coming into favor. Martin B. Brown, stationer, has a pretty sign in which a white letter against green is used.

THROUGH the efforts of the Third Avenue Cable Company, the system of transfer has recently been somewhat extended. It is now possible to secure a street car ride of fourteen miles for the magnificent sum of five cents.

It is not a good idea to use the same design for too long a time. The public likes a change occasionally. It will tire of even your cleverest sign—in fact, I think, tires sooner of the good things than the ordinary, simply because it was noticed particularly in the first place. Give them something else good. Don't let an advertisement stand until it fails to attract by reason of its antiquity. When people become too much accustomed to the presence of anything they cease to notice it.

LOOKING over an old newspaper, dated some thirty years back, I find the following, anent street cars:

"What a popular and highly useful institution have the street cars become in all sections of the country; it is really astonishing to observe how cheaply they are run, and yet what benefits they return to their projectors."



QUERY: ISN'T IT ABOUT TIME FOR SOMETHING LIKE THIS!

THE ADVERTISEMENTS OF OUR GRANDFATHERS.



HERE is, for me, an irresistible charm in the old-time advertisement. I refer more particularly, of course, to the advertisement of earlier New York days; say fifty or a hundred years ago. There is something so modest, so näive about them;

something so entirely different from the selfconfident, independent advertisement of to-day.

Here is one, for instance, dating back more than a century, and almost pathetic in its absurd simplicity:

"A person whose greatest ambition is to instruct and please, appeals to the patrons of genius and literature, for subscriptions to enable him to publish a handsome pocket volume of Original Poems. The work is ready and will be put to press when one hundred names are subscribed at half a dollar each. The volume is to be embellished with an elegant frontispiece representing Liberty introducing the Arts to America."

And here is another of the same period:

"J. Greenwood, dentist, real maker of artificial teeth, makes and sets in teeth, so exact as not to be distinguished from the natural, they are not to be taken out at night as some falsely suppose, He likewise transplants natural teeth and fixes them upon gold. He will wait upon ladies and gentlemen at their houses and may be spoke at No. 21 John St."

One wonders what a real maker of artificial teeth may be? At first glance it seems to be about as lucid as though he had announced himself as an artificial maker of real teeth, but the idea presumably is that he manufactured the teeth himself, in his own establishment.

Here is an advertisement, by the way, which possesses more than usual interest:

'Jacob Astor, No. 81 Queen St., two doors from the Friends Meeting House, has just imported from London an elegant assortment of Musical Instruments, such as piano-fortes, spinnets, piano forte guittars, guittars, hautboys, fifes, the best Roman violin strings, and all other kind of strings, music books and papers, and every other article in the musical line, which he will dispose of on very low terms for cash."

We all know how Jacob's "low terms for cash" panned out.

In the way of theatrical advertising we have the following: Theatre. This evening A Comedy called The Benevolent Merchant, to which will be added The Devil to Pay, or, The Wives Metamorphos'd.

Ladies and Gentlemen are requested to desire their servants, to take up and set down, with their horses' heads towards the East River, to avoid confusion; also as soon as they are seated, to order their servants out of the boxes.

In those days, by the way, the doors of the theatres were "opened at five, and the curtain drawn up precisely at a quarter after six o'clock."

An amusing advertisement, of a personal nature, is that of Col. William Smith, who takes the bull by the horns and settles that superfluous Smith difficulty, once for all, as follows;

Col. William Smith, late of Red Mill, Dutchess Co., informs his friends and the public that having moved into New York and finding so many of his name, to distinguish himself from them, has added between his name the letter M

We wonder what the Colonel would do to distinguish himself if he could take a peep into the New York Directory of to-day?

For Sale,

The one half of a

Saw Mill,

With a convenient place for BUILDING, lying in the town of Rochester. By the Mill is an inexhaustible quantity of PINEWOOD.—And also,

A STOUT, HEALTHY, ACTIVE,

Negro Wench.

Any person inclined to purchase, may know the particulars by applying to JOHN SCHOONMAKER, Jun. at Rochester.

November 23, 1799.

The next is the announcement of a complexion remedy, and is of comparatively recent date—somewhere back in the forties—but none the less interesting on that account. The remedy is called "Balm of a Thousand Flowers," and is guaranteed to remove "tan, pimples and freckles from the face, to clense the teeth, curl the hair and remove grease spots from clothes, car-

pets, etc." Incidentally it is recommended for shaving.

I wonder why we can't have such an all around, useful complexion remedy nowadays? Something that will take the tan off our wife's nose, curl her hair, polish the kitchen stove, clean the silver and cure warts.

Here's the opportunity of your life, Madam Complexion Specialist!

Another specialist's announcement reads as follows:—

A person lately from London, now stopping at 27 Little Dock street, has a composition for sale that will destroy the very troublesome vermin commonly called Bugs.

What we like about this is the delicate, almost reluctant, reference to "the very troublesome vermin called Bugs," and the fine tact which prompts the advertiser of a "Bug" remedy to allude to himself as a "person." We can't help thinking that the use of the capital in the word bugs, was meant as a subtle reminder to the public of the truly awful nature of this voracious insect.

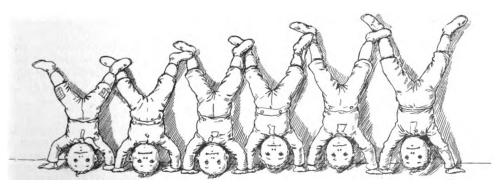
Last but not least I have found an advertisement, inserted in a Philadelphia paper, by the Father of his Country. It would be interesting to know what the returns were in this special instance, and whether the proprietors of the paper ever collected for the insertion.

whence, by means of e branches of the Monongabe. to Petowerack may, and will, be compals of a few miles, to the great ear of the fettlers in transporting the produce to market. To which may be added, that we have now actually passed the leads for the leveral where offered to be leaded, settlers on them may cultivate and enjoy the lands in peace and fafety, notwithflanding the unfettled counfels respecting a new colony on the Oble; and as no right money is to be paid for thefe lands, and quitrent of two flattings flerling a hundred, demandable fome years hence only, it is highly pre-funable that they will always be held upon a more defirable footing than where both these are laid on with a very heavy hand. And it may not be amifs further to observe, that if the scheme for establishing a new government on the Obio, in the manner talked of, should ever be affected, these must be among the most valuable lands in it, not only on account of the goodness of foil, and the other advantages above enumerated, but from their contiguity to the feat of government, which more than probable will be fixed at the mouth of the Great GEORGE WASHINGTON. Kanbawa.

QUICK WORK.

HE Chicago Inter-Ocean tells this story of how a Chicago newspaper man, Stanley Waterloo, broke the record in writing a book:

"A Chicago publisher sent for Mr. Waterloo and asked him whether he could have a book on the Coxey movement ready for the press in four days. Mr. Waterloo, being a well-equipped journalist, full of resources, and knowing not the word 'fail,' said he could. This was on Monday morning last. The publisher sald 'Go ahead,' and gave him carte blanche as to expenses. A staff of writers was organized, specialists were engaged for the historical part of the work, photographers took the field, typewriters clicked day and night, and Mr. Waterloo himself hardly ate or slept. The result was that on Thursday night the 'copy' for a book of over one hundred thousand words, with forty illustrations, was in the hands of the printers, and is now on the market."



A SERIES OF REVERSES.



HEN a painter's done a paintin',
An' the paint is left to dry,
An' a little sign is swingin',
For to warn the passer-by,
Will you tell me wot's the reason
That the painter doesn't miss
The chance to print his warnin'
Just—like—this—

PAINT!

A BILL has been recently introduced into the Massachusetts Legislature prohibiting advertisements, the letters of which are more than ten inches in height, from being placed upon the sides of buildings. In the light of recent exploits in the advertising field, one wonders what could be done with a mere ten inch letter. What vent could the enterprising brush-wielder find, under such mean limitations, for the expression of his exuberant enthusiasm? What would it avail him to scale precipices, climb mountains or hie him, at the risk of life and limb, to remote and seemingly impossible geographical points, in the interest of his profession, if, after all, his bubbling fancy must be compressed within the cramped dimensions of an insignificant ten inch letter? It wouldn't do! Something would have to give.

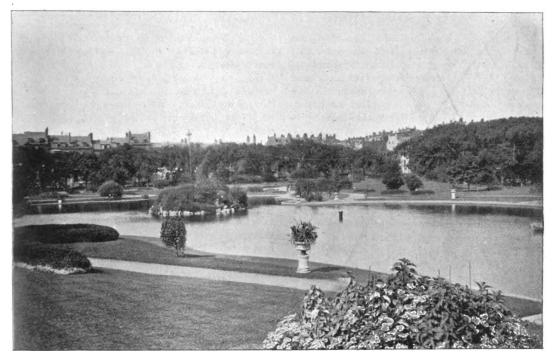
BUT, for my part, I don't see how the law is going to interfere with a man's private taste in barn painting. So long as he does nothing to shock the public morals, who shall say whether his buildings be sedately white or brown, or decorated with polka dots or sarsaparilla signs. This is a matter he must settle with his own conscience. The right is his to indulge his personal taste as he will. If his neighbor objects to a barn roof carrying a pill advertisement, let him look the other way. He has no more right

to interfere with that pill sign than he has with the barn owner's parlor furniture.

At the same time I think the sign painter should be as considerate of the public feeling in regard to signs, as the exigencies of the business will permit. He should be most particular not to place one where it will be likely to give serious offense. He should not mar a beautiful spot in nature by the placing of a sign which might, with equal advantage, be located at a different point. I am aware that a sentiment of this kind is directly opposed to every law and accepted theory of sign painting and bill posting, but it is nevertheless right and worthy of consideration.

The sign painting and bill posting field is unique, and gives peculiar opportunities both for praiseworthy achievement and offensive vulgarity. It is only human, of course, for the enterprising sign painter to aspire to accomplish unusual feats in his line of business, to get ahead of the other fellows at any cost, and it is not strange that he sometimes oversteps the limitations of good taste and gets himself disliked. It is not good business, however, to trample on public sentiment. The public takes kindly enough to signs when they are properly placed and handled; and surely the field of legitimate possibilities in this direction is large enough for any sign painter.

The tremendous board fence surrounding the new post office, now in process of erection at Washington, D. C., would delight the soul of the bill poster and sign painter, if he could only obtain permission to use it, (not his soul, but the fence). These government fences, however, are inviolable; no sign or circus poster profanes



PUBLIC GARDEN IN BOSTON.

their imposing wooden sanctity. It was our friend Curren, I believe, who achieved the hitherto unheard of feat, of placing a sign at the top of Pike's Peak. Some enterprising contemporary in the East ought to go him one better and paint an ad, on one of these sacred government fences.

THE following, clipped from the Salt Lake *Herald*, may be of some interest to the fraternity in the East:

A startling denouement, wholly unexpected, comes with the recent ordinances passed to limit fences to six feet in height, and providing that they shall not be placed nearer than six feet to the sidewalk. The law, it seems, touches nothing but the bill boards. As a result, the police yesterday commenced tearing down the bill board stands of the Western Bill Posting Company over the city. The officers of the company were fairly paralyzed, as their attention had not been attracted to the ordinance when under consideration, nor to the effects. Neither, does it appear, did the public or any one else have any comprehension of what was intended. Every attraction in this country carries its display of paper in "four sheets"—that is, paper designed for ten-foot stands. These stands are permitted and used

in every city in the United States. This paper forms one of the most effective kinds of advertising, and it is no exaggeration to say that if this ordinance is enforced in Salt Lake, three-fourths of the leading attractions will hereafter refuse to play the city. It is understood the ordinance was induced by a suit for damages brought by a Lutheran minister, Rev. Lund, who was struck by a bill stand blowing on him during the terrific wind of April 6th. On the same principle it would be as sensible to order all chimneys torn down or all sidewalks torn up, because during some storm the bricks were blown off or a sidewalk washed out.

"FOR a man of his age, Bigby has a very elastic step,"

"He ought to have, he travels for a rubber house."

A cheap restaurant in a small Eastern town, displays the following terse announcement:

"HOT HASH

for

COLD CASH."

-a combination of business and poetry that reminds us of the "Beer Here" sign.





MAKER of bad puns told me once, that from frequent dodging of ink bottles and other missiles, he had acquired an uncontrollable impulse to dodge every time he said anything approaching, however

remotely, the nature of a joke. And that's the way I feel about writing on Advertising. The subject has become so trite; has been written so nearly to death, that I never mention it without an instinctive feeling that something will be thrown at me—or ought to be, if it isn't.

This by way of apology.

WITH the advent of the army of advertisement writers, the so called

Ad. Smiths,
Physicians,
Doctors,
and
Manufacturers,

there has been a decided falling off in the amount of gratuitous advice furnished, through the "advertising" journals, to the would-be advertiser.

He is not told so carefully, nowadays, the proper method of concocting an advertisement; how to word and arrange it, what sort of cut to use and how to choose the best position for display. This sort of information is becoming a thing of the past, and gives place to the reiterated assertion that "any man who fools with the preparation of his own advertisement, is an unmitigated idiot, and that's all about it!"

THE advertiser need tax his mind no longer with the innumerable rules and regulations governing the getting up of an advertisement. All he need remember is the address of a first-class Ad,-smith and the limitations of his own pocketbook.

THE novice in advertising usually belongs to one of two classes. He either thinks he knows it all or is positive he doesn't know anything —about advertising. The former can give points to the most expert of "experts," and is a trouble-some customer.

He always has "ideas" of his own, which no amount of persuasion can induce him to abandon for something better. These are the ideas he wants developed by the expert, and he watches their development with a jealous eye and an amount of fussy criticism that is exasperating, to say the least.

It is all very well to have ideas of your own about advertising, and, doubtless, they are often very good ideas, but when you engage a man to prepare youradvertisements, you ought to give him a fair show. If he doesn't seem to take kindly to your suggestions, let him alone; let him work out your salvation in his own peculiar way, and if you have engaged a man of established reputation in his business, you may rest assured that he will be a better judge of the matter than you are. I am talking now to the advertiser who is just beginning.

A CHRONO peddler, somewhat the worse for beer, came into port on the safe side of an uptown lamp-post the other afternoon, and, until the arrival of a "copper," created considerable diversion for the benefit of a large crowd of disengaged small boys and men.

With one arm he clung desperately to the lamppost, swaying and teetering wildly on his drunken legs, and with the other managed to cling to his remaining chromo. The latter, turned face outward to the crowed, disclosed the old-time favorite, a woman clinging, mid dashing waves, to the rock—the roughly hewn cross. There was something in the coincidence at once touching and absurd, but the crowd seemed oblivious to anything except the man's efforts to maintain his perpendicular—which was, perhaps, just as well.

Signs of the times-Fewer signs.

Subscribe for Art in Advertising, \$1.00 a year in advance.





PERAMBULATING ADVERTISE-MENTS.

A LTHOUGH the sandwich man proper is no longer a popular advertising medium, we frequently meet him, in all his pristine seediness in our walks about town. There have been many changes rung on the original "sandwich," however, and the numerous walking ads. now in vogue are an outgrowth of the old idea.

These perambulating advertisements can be made very effective-and often are. Anything out of the ordinary, appearing upon the streets, becomes at once, as a matter of course, the target for public curiosity. A man who seems to be much in demand for advertising purposes is the big, clumsy, kind-faced giant, who is usually seen in 14th and 23d streets. The patient expression of this man's countenance is pathetic in the extreme, but I doubt if one passer-by in a thousand sees anything more than his tremendous, ungainly figure; something to be looked at and gazed after, because of its oddity. He is not always employed by the same man, but is rarely lacking occupation. A hair restorative company in New York succeeded in attracting a good deal of attention by means of a noticeably tall darkey. He was a fine specimen of his race, and when attired in a scarlet uniform and imposing shako was one of the street sights of the Metropolis. Another walking ad, consists of two slim youths dressed in Continental uniforms of blue and

gray, with three-cornered hats. I don't know who they represent, but they are much stared at. The tiny mules that figured in the Sapolio processions, can hardly be included in the same category with the sandwich man, although they certainly come under the general head of "walking ads." (I invented that term myself, by the way, not knowing exactly how this particular medium should be classified.)

The old fashioned "sandwich," as represented by a shabby and, too often, bibulous fragment of humanity—is no longer effective in large cities. He may do for smaller places, where street "sights" are few and far between, but in the city the novelty of his appearance has long, long since become a thing of the past, and nowadays the advertiser who would attract attention by means of a perambulating admust get up something unique indeed.

MORE LIKELY.

MARY had a little lamb
She deemed exceeding fair,
But, just the same, when Summer came,
It died for want of care.

"OH, what is so rare as a day in June?"
Pray, how could the poet forget?
A day in Feb.—the 29th—
Which is rarer, by far, you bet?

We hear a good deal about "Slaughter house prices" nowadays, but, strange to say, they do not seem to have struck the meat market yet.

You ought to drink beer, Shapely; it's a good tonic.

Humph! That's just it; it's Teutonic.

A DOLLAR won't break you; give it a chance to make you—happy—by subscribing for ART IN ADVERTISING.

What is so rare as a day in June?—An order in July.

THERE is a circular at this office, addressed in our care, to Mr. Richard Harding Davis, and calling his attention to a choice brand of salt mackerel. The addressee can obtain his property by applying at the office.

Having loaned our stock cut of Mr. Richard Harding Davis to an esteemed but impecunious contemporary, we are unable to publish it in connection with the foregoing announcement.

[ED.]

THE Critic publishes the following tragic communication from a correspondent at Johns Hopkins University:

"Six years ago I wrote an article on the education of women, for a New York magazine, which was accepted. This year my request to be allowed to see my article again was granted, and on reading it over I found it so absolutely behind the times—changes in regard to women have been going on so rapidly—that I have been obliged to write it completely over again. I have now returned my manuscript to the editor, with the request that he forward it to me every six years, in order that I may keep it up to a decent standard of timeliness!"

There is a better way than that to keep pace with the caprices of the sex. Let the Johns Hopkins bachelor become a benedict and he'll never drop behind the times.

A WESTERN paper recently recorded a marriage as follows: "Married on the 17th inst., by the Rev. Thomas H. Baldwin, Hiram B. Smith, all of this city."

DAISY, sympathetically: Papa, those little pigs can't help being greedy, can they?

PAPA: No, dear, they're bound to make thogs of themselves.

BOYCE'S BIG WEEKLIES, the Chicago Ledger, Saturday Blade and Chicago World, seem to be enjoying an enviable boom, hard times to the contrary notwithstanding. These papers carry a tremendous amount of advertising and their increase in business during the past six years has been remarkable.

Mr. Boyce is a generous advertiser himself, which may account in a measure for the success of his big weeklies.



NATURE seems to be a little partial this season. When everybody else is growling over the dull times, she turns in and favors the umbrella and mackintosh people with four consecutive weeks of wet weather. It looks as if these fellows had a pull, and we don't like it!

A PUBLICATION which can truthfully claim at least three million readers each month must be an essentially good advertising medium, especially if its readers belong to an intelligent and prosperous class of people.

The Hearthstone not only reaches three million readers every month, but it goes into the homes of the right kind of people. The farmer, the country tradesman, dwellers in small cities and towns, and all those, in short, who are compelled to do much of their buying by mail. The Hearthstone makes a point of avoiding all sorts of "schemes," prizes, guessing contests, etc., and conducts its business upon strictly business lines. The wonderful strides it has made within the past year seem to prove the wisdom of its methods.

Subscribe for Art in Advertising, \$1.00 a year, in advance,





No. Miss Danks, I have never crossed the ocean; I have a great dread of the water. Dear me! I didn't suppose you felt that way about salt water.

DELIVERY WAGONS.

SPEAKING of advertising mediums, why doesn't some one talk about delivery wagons? We hear of newspapers, circulars, folders, placards, sign boards, etc., but never a word about this useful vehicle which carries your name all over town day after day, and attracts the public attention according to its lights. I don't know whether it has ever occurred to you or not, but the general name, "delivery wagons," embraces a greater variety of structures than does any other collective term in the language of wheels. The delivery wagon possesses individuality, it admits of unlimited variation, and you can take liberties with its "architecture" that you can't with any other known conveyance, (without getting yourself into the newspapers or jail).

If you will stop for a moment and think—you are not supposed to be thinking while reading this article—you can undoubtedly call to mind a dozen different wagons which have become familiar to you, and which you readily associate with their respective houses. You know that the trim little affairs, in sober black or brown, belong to the two or three high class dry goods or millinery establishments. These are pretty much alike, among themselves, but gain distinctiveness by reason of the contrast between their own solemn elegance and the loudness or oddity or commonplaceness of their contemporaries.

There is one firm in New York whose trade mark is a red star. This design is painted on the sides of all their wagons and I'll venture to say is known to nearly every man and woman in town, and for miles into the country.

As I remarked before, a man is permitted almost unlimited latitude in the matter of delivery wagons. He can startle the community with any sort of freak on wheels that he likes and the more original it is in construction the more surely will it impress his name upon the public. Perhaps the most unique wagon in New York, or at least one of the "uniques," is the tremendous affair used by the Soapine people. It represents a fort, surmounted by a brass cannon and with sundry boxes of Soapine, so arranged as to add to the warlike whole. You

couldn't miss seeing this wagon a block away, and you would never think of passing it without a second glance or some comment on its oddity.

Of course there are comparatively few houses which go to such an extreme as this, but one sees upon the streets here a great many wagons which are altogether out of the ordinary, and hundreds of others which show some marked variation from the regulation style. Some of the florists have very brightly painted wagons. A candy house has a pretty wagon with mirrors in the sides. Vantine, of Japanese goods fame, has very neat wagons with a curious design on the covers. The Beneke Shoe Company uses a big shoe. The Troy Laundry, a gilded cuff. Jackson's mourning goods establishment runs a wagon in brilliant red and green, which strikes one as being just a bit incongruous, but is perhaps intended to keep up the spirits of the drivers? Some of the cigarette people use unique delivery wagons, and there is a furniture establishment in 14th Street which attracts attention by the use of a tiny pony team-this, of course. in addition to their vans. A chewing gum wagon passed me the other day, attached to the smallest pony I have ever seen; the whole outfit being so diminutive that a big man, like Sandow, for instance, might have thrown it over his shoulder with comparative ease. Another chew. ing gum rig has a tandem team and liveried footman and driver—an imposing turnout. There is a funny little spool-cotton wagon with wheels like the ends of spools-and so on. I might mention dozens of others but this will give you an idea of what can be done, without half trying, in the way of delivery wagons.

And while I am on the subject let me say a word about the humbler line of delivery wagons.—the retail grocer's wagon, the butcher's, the milkman's, etc. You may not think it so, Mr. Butcher, but your wagon stands for a good deal in the eyes of the best class of customers. I heard a lady say, only the other day, that she meant to "change her butcher," simply because she "couldn't stand that wagon." I was re-

quested to take a look at "that wagon," standing at the area door, and upon doing so was not surprised that she objected to it. Filthy beyond expression, both inside and out, greasy and battered and unpainted, it was truly a disgusting object, and the boy who drove was just as uninviting in appearance. His apron was fairly stiff with dirt and blood and grease. The horse was a fine animal and did what he could to lend a little style to the unsavory turnout, but his best efforts could scarcely avail much against such odds. Now why can't all the butchers have wagons like those I occasionally notice about town? They are painted white and are as clean and trim and fresh looking as though a bloody beef bone never saw the inside of them. And it is the same way with milk wagons. Perhaps a dirty milk wagon is even worse, for here we have the cans, and if the wagon is filthy and uncared for, what must the cans be? It certainly can't cost much to give your wagon a semi-occasional coat of paint and to have it washed out at least once a week. Your wagon is a sort of representative of your

establishment. Newcomers in the neighborhood, especially in small towns, are looking out for a milkman, butcher, baker or candlestick maker, and you can just make up your mind that the "lady of the house" has an eye to the trim delivery wagon every time. I noticed a wagon the other day that made me smile; it was so old and ricketty and wobbled so on its crazy wheels that I expected to see it drop to pieces before my eyes. The curtains of the cover, originally black, had faded to a dull slate color, and hung in tatters. The horse was much too old for his business and miles too small for his harness, the latter being in keeping with the rest of the outfit. And this was a delivery wagon, if you please! I read the sign upon its side, T. W. Somebody or other, "Antique and second-hand furniture." What was the mattter with that wagon?

A Boston paper publishes the following singular notice:

MR. PAINE, owner Youth's Companion, says: "Beefmalt is the best strengthener."—Adv.



A MODEL CONFECTIONERY STORE.



THE MAY MAGAZINES show some excellent new designs in their advertising pages. The bicycle people are fairly rampant, and the numerous additions to their ranks seem to indicate the liveliest sort of competition. Besides the names that have become so familiar to us, in this line of advertising, we are now called upon to consider the respective merits of the Warwick, Waverly, Remington, Raleigh, Hickory, Hartford, Monarch, Crescent, and half a dozen others. Some of them have very good full page announcements.

The "Monarch" has a striking trade mark. The Pope Mfg. Co. and the Overman Wheel Co. give us good designs, as usual.



The pianos are also out in full force. The Weber and the Vose have page announcements: Ivers & Pond have a half page, and so also has the Everett. I noticed in the Atlantic an inset by the Knabe Piano Co. that impressed me as being a fine, practical advertisement. The £olian page, from the April Cosmopolitan, is less to the point than usual.

Among other new full pages are those of N. W. Ayer & Son, Wright & Ditson (lawn tennis manufacturers), the Cosmo Co., Williams Shaving Soap, and the Washburn Flour, respectively. There is a good Kodak page in St. Nicholas. The Bradley & Currier page in the Century is charming, as usual. The Ivory Soap people have at last exhausted their twelve prize "pomes," and are giving the public new designs and ideas, (if soap designs and ideas can be new!). A good full page is that of the American Radiator Co.!

There are also some attractive half pages in most of the magazines, notably those of Masten & Wells, fireworks, Boston, the Gas Engine & Power Co., in behalf of their naphtha launch, the Æolian, and the Philadelphia and Boston Face Brick Co., respectively. The Libbey Glass Co. has a good quarter page; so also have Pierce & Gardiner (lamp shades), Boston. The Robt. Mitchell Co. and the Interior Woodworking Co. have good quarter page announcements, but unfortunately so nearly identical in design that the effect of each is lost by being placed near the other. In one magazine they occupy the same half page, and the result is rather funny.

In the corset line the Equipoise Waist and Dr. Warner are giving some new quarter pages. Haskins & Sewell, manufacturers of metallic bedsteads, have an attractive announcement; so also have the Chas. P. Roger Co. (beds and

CUBUSINESS HELBERS



bedding), Bradley & Hubbard (lamps, fixtures, etc.), and the Keep Mfg. Co.

A new soap, the "Columbia," is being advertised in good style by the Mullen-Blackledge Co. The Canadian Pacific R. R. has an inset in Harper's entitled "Sixty Matchless Days,"

G. F. Heublein & Bro., have a good looking advertisement, with half-tone illustration, in the interest of their "cocktails." I noticed this in *Puck* and other weeklies. Grimme & Hempel show an attractive announcement for their "glass pictures" in the same mediums.

The Chas. P. Hires Co. uses a wide variety of designs, and usually very good ones, in advertising their root beer. One of their latest, inclosed in a small chain border, runs as follows: "Think Two Thinks in Choosing Drinks and Hires' Root Beer will link your thinks."

Not very brilliant, perhaps, but well calculated to drive a man to drink—Rootbeer.

The Londonderry advertisement and that of the "Canadian Club Whiskey" are very attractive designs.



The Review of Reviews has become one of the most popular advertising mediums that we



RELIABLE INFORMATION.

INSPECTOR: "Here you have something to start with; I always maintain Beecham's Pills are worth a Guinea a Box, they have often been of great assistance to me."

FROM THE "IDLER."



have. You find here the announcements of about everybody who is anybody, and usually an inset or so. The extra size of the pages seems to set off the advertisements in great shape.

The Forum carries a goodly amount of hotel and Summer resort advertising.

THE Allen Advertising Agency has just completed a 21 year lease with the American District Telegraph, whereby the entire plant of this corporation is at the service of the Allen people for reception of "Want" ads, at their various offices. We believe also that an arrangement is practically completed which adds the pneumatic tube service of the Western Union Co, to the other details. This virtually connects the Allen Agency with all the different newspaper offices, by pneumatic tubes, and enables business to be taken almost to the moment of going to press. Mr. Frank Seaman, who owns this enterprising company, is certainly founding a splendid property. His own immediate business seems constantly to increase, and some of his recent work in Scribner's Magazine is worthy of special note.

I saw a specimen of lithographic work, the other day, that struck me as being unusually clever. It was in a store window, close against the glass, and represented a roughly slatted box containing a life-size white kitten. The effect was realistic and startling, but I hadn't time to notice whose sign it was.

SAYS a Kayser Glove advertisement-

"When a glove fits well and don't wear out, perfection in gloves is attained."

We might add that the attainment of perfection in grammar is indicated by a proper use of the language. A MAGAZINE inset (or insert, which?) of double the usual proportions, appears this month in the Forum, and is striking for more reasons than one. The headpiece is neatly drawn and contains the title "Highways and Waterways of an Historic Region." The advertisement sets forth the beauties of a trip through the country reached by the Chesapeake & Ohio, the Old Dominion line, and describes the various hotels en route.

The i astrations are numerous and interesting. They are selected evidently with special reference to their historic qualities, and yet the creature comforts afforded by the railroad, steamship and hotel, are well set forth; so that the traveler is well assured in advance that the journey will be pleasant and agreeable. It is certainly an effective Summer resort advertisement, and reflects credit on the business end of the Forum.

The Forum, by the way, is vastly improved editorially, and as it sells at a popular price, has gained immensely in circulation. Mr. T. S. Hand is the man who sees the advertiser.

THE WRONG CUSTOMER.

SHE was a trim, well dressed and good looking young woman, and she wanted to see something in outing flannels. The clerk threw down a bolt of material on the counter, deftly unrolled a yard or two, draped it into graceful folds, struck an attitude and glibly rattled off the following:

"There, madam! Just what you want—one of our newest pieces of goods—extra fine quality—lovely pattern—warranted fast colors and wont show the dirt!"

"Indeed!" said the young woman, coldly, "Now let me see something that will show the dirt. I always like to know where it is, so that I can have it removed," and the remainder of the transaction was conducted in comparative silence.





HE importance of making an advertisement "striking and effective" calls for no argument. If it did, I would refer you to the EXPERT. He has dinned this self-evident truth into our ears until we know it by heart, and the only wonder is that we do not profit more by the knowledge. To-day I have turned over page after page, of newspaper after newspaper, and in the whole lot have found scarcely a dozen advertisements that could lay claim to any degree of individuality. Perhaps from long and constant observation of these announcements, I have become, so to speak, advertisement-blind; much as a railroad employee, from long familiarity with signals, sometimes fails to notice one. But if this is the case, then the advertisements that attracted my attention must have been really effective.

One of them was that of a St. Louis furniture establishment, showing a cut of two laughing horses' heads, very well drawn. The matter of the announcement was not of a very high order, being mostly the everlasting "dig" at our "would-be competitors," but the general arrangement was "striking and effective."

It's Enough
to Make a
Horse Laugh...



Another Western advertisement was that of a St. Louis realty company. This announcement occupied the entire upper part of the page and was embellished by a portrait cut, representing a member of the company, leaning upon his crutches, and holding out a business card bear-

ing the words: "Auction—Anderson Wade."
Beneath the cut was the caption, "Who'll start
'er?" No one could help noticing this advertisement, and I think its attractiveness was
owing chiefly to the use of what was so evidently
a portrait cut.

It does not follow, however, that an advertisement which attracts attention is invariably a

Once Upon a Time

a man bought a Refrigerator and because the price was small he thought it was cheap, but all the provisions he spent his money for spoiled in the Refrigerator—and soon his loss was more than would have bought the best in the world—the "Wiscomin Peccless." Is Refrigerators only the best are cheap.

W. H. HOEKE,
Furniture, Carpets, and Draperies,
Cor. Pa. Ave. and Righth &c.

AN ADV. THAT IS LIKELY TO BE READ.

good one. It is one thing (so says the EXPERT) to obtain an audience and quite another to hold its attention. An advertisement of the variety which attracts without interesting, is the series of eight pictures being run in many of the newspapers in behalf of Johann Hoff's Malt. The idea of the three strong men is so flat and the accompanying verselets so utterly puerile that one feels tempted to throw down the paper in disgust whenever he runs across them. But tastes differ, and there may be people who are entertained by such stuff and who might even be led by a perusal of it to give the malt a trial. In one of the papers I noticed a very excellent advertisement, by the same company, in the interest of the Carlsbad Sprudel Salts. I hope



n teen to me LEASI MUNE!
Ine Mahogany and Birch Bedroom Suits.
Dainty Parlor Picces in New Covers.
Unique Library Fittings:
Seell Desks
for Men
Box Lounges. China Cabinets.
Plano Benches. Chiffoners.
418-414 N. POURTM 67.

Scarritt Turniturelo

they will give Johann a better showing in their next effort.

The Scarritt Furniture Company, of St. Louis, shows some originality in its newspaper advertisements. Instead of treating the public to the regulation outline bedstead or bureau, it uses a series of little cuts, all more or less funny, and always well drawn.

In this day of much advertising it is indeed difficult to attain distinctiveness in your

KENKEL'S SHOES

Like doughnum, are hand-made and

Wise once my that a man stands about sixteen chances of being struck by lightning to one of getting a good pair of abous in these degenerate

KENKEL is the man who wants to meet you when in need of a Good, Honest, Faithful pair of shoes. He will sell you a pair for which the lightning has no liking.

A few crumbe of comfort may be gathered here and there, but if you want a

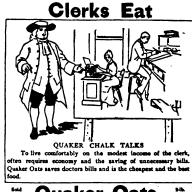
A SPECIMEN OF MON-TANA COMPOSITION.

announcements: and especially is this true in newspaper advertising. The large size of the page and the crowding of much matter so close together are two factors well calculated to frustrate your attempts at individuality. The use of borders and striking cuts is of great service to vou here. A border sets you off in a little space of your own; gives vour announcement a sort of exclusiveness, as it were, and the cut, if

it is really good, is the best helper of all. The trouble is to obtain a cut that is different from those around it. I spoke last month of the sameness in these advertising designs and called attention to the desirability of getting out of the rut and striking out in an original direction. Take the Complexion people for instance—What would induce them to give up their everlasting old cut of a woman's head? or the clothing man, except in rare instances, to attempt anything different from the stereotyped figure of a man in a

new suit? On one newspaper page I saw the advertisements of three different clothing establishments, each represented by a cut of a man standing stiffly in a sample suit of clothes and smirking feebly at nothing. It seems to me I'd rather have no cut at all than to see it duplicated by two or three other advertisers in the same paper.

A recent advertisement of the Quaker Oats people strikes me as being rather clumsy. The reference to the "modest income" of the "clerk" and the necessity of his practising economy and looking out for "necessary bills" seems rather tactless.



coly . Quaker Oats. Pathagen

The American Farmer and Farm News of New York City and Springfield, Ohio, has made two wide strides in advance during the past month. First it eliminated all objectionable advertising from its columns, and now guarantees the reliability of every advertiser from whom it accepts business. Immediately after taking this action it secured the services of Mr. Miller Purvis as managing editor. Mr. Purvis has been a practical farmer all his life, and has a thorough understanding of the needs of the farming He is prominently connected with world. nearly all of the leading agricultural societies, has been a voluminous contributor to the agricultural press for years, and vacated an editorial position on the Western Rural and Stockman, of Chicago, to assume the editorial management of this paper.



ROBERT BRIDGES (DROCH.)

"OVERHEARD IN ARCADY."

BY ROBERT BRIDGES. CHARLES SCRIBNER'S SONS.

R. BRIDGES has put into these light sketches the fruit of years of reading and thinking, and, because they are the products of mature and independent thought, he has succeeded in nearly every instance in reflecting the tendencies and the teachings of the author he discusses. The idea of gathering together a number of a certain author's characters and making them discuss their creator is alluring, but the difficulties of carrying out this plan must be untold. Still, in the first chapter, when we find Penelope Lapham expressing her thanks to Mr. Howells for showing her that "what many people call Duty is an extreme form of selfishness," and Miss Killburn answers that "he has helped older people than you to be happy when they really wanted to be miserable "we feel at once that Mr. Bridges has gone down to the root of Mr. Howells' philosophyas it was before he turned to socialism. The sketches appeared originally in Life, and are now nearly as widely known as they deserve to be; therefore quotation and comment are alike unnecessary. It may suffice, then, to point to the cleverness of the conversation of Kipling's characters, and to the beauty and depth of the short discussion of George Meredith, which no one can read without receiving a truer and a clearer conception of that author's ideals. The other writers represented are Henry James, Stockton, Richard Harding Davis, Crawford, Stevenson, Barrie and Thomas Bailey Aldrich. The latter truly "did one fine thing with the 'Bad Boy'; he annihilated the prig in American juvenile literature for a generation"; his poetry one reads "over and over again for the crystal beauty of it. There is never a halting foot, never a stumbling rhyme. I always feel when I have finished one of his poems that he has done it once for all-polished it to the final comma." In justice to this admirable poet, it should be added that he has trimmed the points of his moustache since the portrait was taken which is here reproduced from the book. (See page 361.) This picture is but one of many, by Oliver Herford, F. G. Atwood and A. E. Sterner, that contribute much to the attractiveness of these pages. They all are artistic, and, what is of rare occurrence, they all are illustrations that really illustrate. Perhaps his publishers can persuade Mr. Bridges to write a series of essays on contemporary novelists.-The Critic.

THE novelists are all busy, according to the New York Tribune, which says:

"Marion Crawford's new work, 'Love in Idleness,' is presumably one of his New York series. It is to be printed first as a serial. Mrs. Burton Harrison's 'Bachelor Maid' is thoroughly modern, the heroine being a New York girl who is interested in all the fads of the day. Mr. Besant is busy with 'A Crown Windfall.' Mr. S. R. Crockett, the author of 'The Stickit Minister,' will soon publish 'The Killing Time.' Mr. Clark Russell's next book is to be 'A Heart of Oak'; and Dr. Conan Doyle's will be 'The Stark-Monroe Letters.' These letters present the autobiography of a young doctor. Mr.



Stevenson's 'Ebb Tide' will soon be brought out. The forthcoming novel by the daughter of the painter, Alma-Tadema, promises to be of a somewhat 'precious' type. It is a romance dealing, by the way, with some of 'the deeper problems of the day,'"

"THE GOLDEN HOUSE" is the title of the novel which Charles Dudley Warner has written for serial publication in *Harper's Magazine* during the last half of the year.

"My Two Wives. By One of Their Hus-BANDS," is the title of a recently published novel. If the story is as deep as the title we want to steer clear of it.

ROUGH ON THE BOYS.

Notwithstanding the fact that there have been published in The Century most of the novels of George W. Cable, Frank Stockton, Frances Hodgson Burnett, Mrs. Burton Harrison, and each year one by some such writers as these—Eggleston, Howells, Bret Harte, Kipling, or Mark Twain,—few if any one of these has had any perceptible effect upon the circulation of the magazine from month to month.—President Scott in an Address before the Quill Club.

Abbey, Blum, Frost, Brennan, Smedley, Mary Hallock Foote, Parsons, Gibson, Pennell, Reinhart, Castaigne, Remington, and a host of others have made their reputations as illustrators in the pages of the monthlies.—

Another paragraph from the same address.

Scribner's, and incidentally Harper's, Century, Cosmopolitan, and others, have made their reputations as monthlies by using work of such men as Abbey, Blum, Frost, Brennan, Smedley, Mary Hallock Foote, Parsons, Gibson, Pennell, Reinhart, Castaigne, Remington, and a host of others.

A HANDSOME desk weight sent out by Mr. Wineburgh represents a miniature cannon. It is inscribed "Loaded with good wishes," and makes a very pretty desk ornament.

THE achievements of Mr. Edward Penfield, of Harper & Bros., in the line of posters for their magazine, is certainly a matter of congratulation. They combine more of the French spirit than any that have yet appeared.

WORK on the new home of the Cosmopolitan at Irvington proceeds rapidly. The walls will be up to the second floor by the middle of June, and if everybody keeps their contract, the building will be in readiness for occupancy early in August. It is somewhat after the new Herald building in general design, and the plans are by McKim. Mead & White.

Scribner has moved to its new building on 5th avenue.

Life has taken up its quarters in 31st street, where it also owns its new building.

So many new buildings going up would seem to indicate that advertising rates could afford to come down.

Sr. Louis as a Bill Posting center is rapidly coming to the front. In fact the whole city has recently taken on a new lease of life. It is no longer the phlegmatic, opulent, indolent St. Louis. It is a great town.

Subscribe for Art in Advertising, \$1.00 per year in advance,





A paper with a national circulation has something besides mere space to offer advertisers.



The Vacation Number

of

LESLIE'S WEEKLY

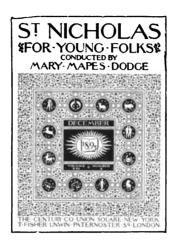
Will contain several special features. It will be an extra number somewhat similar to the

Greater New York Number

which was entirely sold out within twenty-four hours

Publication Office Judge Bldg. 5th Ave. & 16th St.





The only magazine of its class

The record for the past six months shows a very decided gain in sales, in the subscriptions and advertisements



There is but one

Judge

Leading Exponent of Republican principles

Judge Building 5th Ave. & 16th St New York

Willet F. Cook
Advertising Manager

The Hearthstone

HAS THE LARGEST LIST OF PAID-IN-ADVANCE SUBSCRIBERS OF ANY SIMILAR PERIODICAL IN THE WORLD

CIRCULATION, 600,000

COPIES PER MONTH.

Advertising Rates, \$2.50 per Agate Line.

Address The Hearthstone,

285 Broadway, New York.



FRANK SEAMAN, General Advertising.

Good judgment in selecting publications to be used; the careful and effective preparation of copy; absolute trustworthiness—these are, I believe, the essentials to be required of an advertising agent, and trustworthiness is paramount.

A number of the largest corporations and firms in the country have trusted me to arrange and place all or part of their advertising appropriations. From time to time they have signified their approval of my methods. I reprint a few paragraphs:

"A friend of ours asked us the other day why we did so much business through Frank Seaman. We told him that it was because you never urged unsuitable mediums upon us and always kept your promises. We admire your success and are sure that the course you are pursuing will insure its continuance."

ustuu

EASTMAN KODAK COMPANY.

By

"The manner in which you have handled our advertising matter is very satisfactory, and I have thought several times of writing and telling you so. Your judgment as to mediums and suggestions as to display and arrangement of matter are always to the point. We hope to make further good use this year of your services."

G. P. & T. A., Great Northern R

"It gives me much pleasure to state that I have handled a large portion of our high-class advertising through you for several years back, and I have had the utmost satisfaction therefrom. All arrangements have been strictly carried out and the advertisements have always appeared as contracted for in proper form. I have also found the Company has been in pocket by working through your agency."

General Passenger Agent, Canadian Pacific Railway Company.

"The services you have rendered us in the placing of a considerable portion of our advertising have been uniformly satisfactory."

Wyckoff, Seamans & Benedict.

M. Severick

BUSINESS HELPERS

"I take a great deal of pleasure in stating that since our advertising in the East has been placed through you the results have been eminently satisfactory to us; not only this, but we have found your advice as to the best mediums to be used for advertising purposes has always been reliable and of great value to us."

A. P. T. Manager, Atchison, Topeka & Santa Fé R.R.

"It affords us great pleasure to express our apprecia-tion of the value of your services and facilities in the plac-ing of large lines of advertising. The work you have done for us has been entirely satisfactory.

"Wishing you the greatest success in your new under-belings"

takings."

Managing Director, Pillsbury-Washburn Flour Mills Co.

"We have been placing considerable advertising through your agency during the last five years, and it affords me great pleasure to state not only that your work has been done to our entire satisfaction, but that good results have followed our use of the advertising mediums you represent."

Baltimore & Ohio R.R.

"... We appreciate fully the business-like way in which you have handled our magazine advertising and the prominent positions you have obtained for us."

Vashburn

"The results secured from the advertisements of this company, placed by you in the leading periodicals of the United States, have been extremely satisfactory to the undersigned."

G. P. & T. A., Chicago, Milwaukee & St. Paul R.R.

medicine, as the advertisements you have inserted in the magazine for some time past prove. Although a master of the art needs no commendation, permit me at least to congratulate you on the artistic character, the taste, and, above all, tertising, which applies in a marked degree to the advertising that you have inserted.

for this Company, the results of which, so far as they can be traced, have been thoroughly satisfactory."

G. P. & T. A., Michigan Central R.R.

"... Our advertising which has been placed in Eastern publications through your agency was handled in a satisfactory manner, and that the results obtained more than reached our expectations."

G. P. & T. A., Union Pacific System.

My services are at the disposal of high-class advertisers.

Main Office, 874 Broadway, New York City.

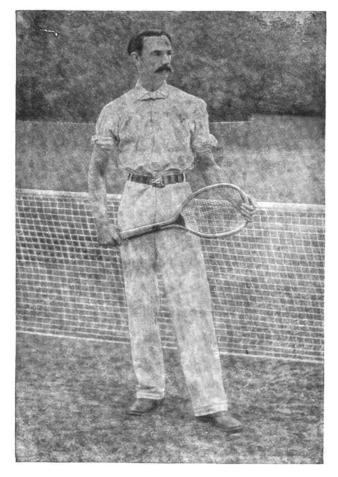
FRANK SEAMAN.



SUMMER GOODS

..DURING ...

June . July . August



Should be Advertised

KELLOGG'S LISTS



The "Art" Part



Of advertising is by no means a trivial branch. How often one is attracted or repelled solely by the illustration in the ad.

A Picture that Means Something

and if cleverly drawn doubles the

pulling powers of your ad. in nine cases out of ten. The time and skill of our Designing Department are at the disposal of our clients. Write for "The Chief Thing," our latest booklet.

Lord & Thomas

Newspaper Advertising, 45 Randolph St., Chicago



Nearly All Prominent General Advertisers Have Spent Thousands of Dollars Experimenting to find out what mediums it would pay them to use regularly, and what they must discard altogether. There is no need of your spending your money on experiments. Profit by the experience of the successful, and place your advertising in papers that have been proved to be paying mediums.

The Peerless Vickery & Hill List of monthly and semi-monthly papers has been proved. It pays all the year round. The fact that our columns are always well filled with advertisements of successful advertisers is evidence of their value. Here are a few testimonials:

"Returns are profitable and constant: At no time statistication statistication of your papers have they failed to bring satisfactory returns."

"We have found your list among the best paying mediums."

"We have found your list among the best paying mediums."

"We have found your list among the best paying mediums."

"We have found your list among the best paying mediums."

"We have received as yell list for years, and consider them "A W. Hill. & Co., Watch Dealers."

"We have received as yell list for yells."

"We have round. We fisched Co., of Chicago, received over 2,100 regiled during March to a nineteen line advertisement.

"We have received as yell and yell and yell list, from a six land and yell list for the paying mediums."

"We have received as yell list for yells."

"We have received as yell list for yells."

"We have received as yell list for yells."

"We have received as yell as a paying medium."

"We have found your list among the best paying mediums."

"A pounient educational advertiser received 391 applications from January to April 18th, from a six land advertisement.

A pounient educational advertiser received 391 applications from January to April 18th, from a six land advertisement.

A New Yor





The Official KING'S DAUGHTERS' MAGAZINE

(Almost 400,000 members registered at this office.)



PUBLISHING CO.

April 16, 1894.

"It has been the means of introducing our goods in hundreds of cities where we were not previously doing business,"—From manufacturers of "Bon Ami," Mercantile Exchange Bldg., N. Y. Citv.

RATES, 30c. per Line-No Discount

MAY WE SEND YOU A COPY?

J. W. SCHERMERHORN & CO.

DEALERS IN

KINDERGARTEN AND SCHOOL SUPPLIES

AND

PUBLISHERS AND BOOKSELLERS

NO. 3 EAST 14TH ST., NEW YORK

May 16, 1894. The Silver Cross

Gentlemen: We have used the "Silver Cross" since June, 1889, and esteem it one of our best advertising mediums.

Through it we reach intelligent women, Mothers, Teachers and others, from one end of the country to the other. Very truly yours,

J. W. SCHERMERHORN & CO.

THE SILVER CROSS PUBLISHING CO.,

158 W. 23d ST., N. Y. CITY

WHEN IN DOUBT USE SCRIBNER'S

THE COSMOPOLITAN

Is rapidly nearing its extreme limit of 100 pages of display advertising

When 100 pages are filled, all additional contracts must be put on the waiting list until an advertiser chooses to drop out.

A Six Years' Record of the Editions of THE COS-MOPOLITAN Magazine:

7	HE PROMISE	TH	E FULFILME	NT
PER PAGE		COPIES		COPIES
At \$60	to average every month at least	20,000	while the actual average was	25,883
At \$125-	we promised to average every month at least	60,000	while the actual average was	74,750
At \$200 {	we promised to average every month at least	75,000	while the actual average was	101,333
At \$200 /	we promised to average every month at least	100,000	while the actual average was	149,500
At \$300	we promised to average every month at least	167,000 {	the actual average for Ian., Feb., Mch.&April has been	215,000
	At \$100 -\ At \$125 -\ At \$200 -\ At \$200 -\ At \$200 -\ At \$200 -\	At \$00 we promised to average every month at least to	At \$00 we promised to average every month at least we promised to average every month at least we promised to average every month at least at least we promised to average every month at least we p	At \$00 { we promised to average every month at least to average every month at least } At \$200 { we promised to average every month at least to average every

T will be noticed that this table constitutes a very curious exhibit. When the circulation of THE COSMOPOLITIN was guaranteed to be 20,000 copies, the price for page 2022 and that was considered to be quite reasonable, and but few objections were made to the figure asked. In the same ratio, the chiro for April would call for a price of 8708 per fuge, yet our present figure is but \$300, or three-sevenths of the price that was formerly considered reasonable.

American Farmer and Farm News

New York City and Springfield, Ohio

The above named paper does not accept of any advertising of a "fake," doubtful or "off" character at any price.

It has the largest bona-fide paid circulation of any monthly agricultural journal in the world.

Its circulation advanced more than 15,000 last month in Pennsylvania, New York and New England.

More than 50 letters were received from advertisers last month congratulating the publishers upon its value as an advertising medium.

The "ad" rates are the lowest of any paper of its class having a circulation of like extent and character.

GEO. S. BECK

Eastern Manager

193 World Building,

New York City

** ART IN ADVERTISING **



LEND A HAND.

That is what I can do for you if you wish to improve your advertising.

Send for my catalogue of over two hundred outline designs suitable for newspaper, magazine, and other advertising.

H. C. BROWN, 80 Fifth Ave., N. Y. City.

THE UNION GOSPEL NEWS

CLEVELAND, OHIO

Largest circulation of any religious paper in the United

156,540 paid-in-advance subscribers.

Undenominational and reaches the homes direct.

The best advertising medium in the country.

Advertising AGENCY BOSTON

Reliable dealing, low estimates, and careful service have given this agency a standing with advertisers' equalled only by its influ-

BOSTON 865 Washington St.

ence with newspapers!

Advertisements specially prepared for our Clients.

NEW YORK:
World Building.

SEND FOR ESTIMATE

SOMETHING NEW Saranac Lake

· The Adirondack News

SOMETHING NEW

THE OLD DOMINION LINE

Provides the Most Delightful and Inexpensive Ocean Trip

Fine Regular Steamers to

Norfolk Old Point Comfort Newport News Petersburgh

Richmond, Va., and Washington, D. C.

THE FINEST COASTWISE STEAMERS IN THE WORLD

If You Need Rest

Take an Old Dominion Line Steamer any Tuesday, Wednesday, Thursday, or Saturday at Pier (new No.) 26, N. R., New York. An Ocean Voyage of 700 miles to Old Point Comfort (Fortress Monroe), a day's stay at the famous Hygeia Hotel, and return to New York.

TIME, 3 DAYS; COST, \$16. Including Fare, Stateroom, Meals, and Hotel

Send for Particulars

Old Dominion Steamship Co.

W. L. GUILLAUDEU.

Vice-President and Traffic Manager

NEW YORK

If You Want to Post St. Louis

Send for the St. Louis Bill Posting Co., and they will give you a service that for completeness and reliability stand unequalled. We have practically "cornered" the posting publicity of St. Louis, and are able to put your name prominently before the eyes of 500,000 people.

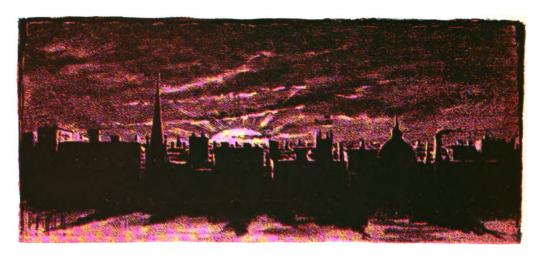
A Word to Commercial Advertisers:

All of the worst abuses, which have brought more or less odium upon bill posting in general, have existed in this business in St. Louis for many years. Indifference, tyranny, extortion and all phases of malpractice possible under the lax methods of by-gone days attending a monopoly of twenty years' standing have resulted in a demand among commercial advertisers for something better in this field. With experience, broad-gauged measures and abundant capital in hand to work out this clearly defined business proposition, The St. Louis Bill Posting Company, after over a year's preparatory endeavor, offers a service that stands without a superior and with few equals in the United States.

The St. Louis Bill Posting Co.

9 South Broadway, St. Louis, Mo.

THE WINTHROP PRESS, 32 & 34 LAFAYETTE PLACE, NEW YORK



THE SETTING SUN

of many a business

TELLS THE TALE

of a brief period of daylight followed by gloom—the result of misdirected efforts—of unsubstantial, spasmodic flashes in promotive measures whose only life is to flare, flicker and die out.

THE NOON-DAY BRIGHTNESS

the never ending sunlight of continuous prosperity, which marks the histories of certain great concerns

ALSO TELLS A TALE.

It tells a story of deliberate judgment—broad, forcible measures—constant pressure.

Such a promotive measure is the "Gunning System" of Painted, Powerful and Permanent Placards in Chicago, St. Louis, Kansas City, Omaha, St. Paul, Minneapolis, Milwaukee, Detroit, Cleveland, Cincinnati, Louisville.

A business so represented becomes a towering landmark in any market. With the majesty of a mountain it stands outlined upon the advertising horizon.

This constant supremacy before the eyes of the people—this natural and unceasing predominance in the minds of the people—and its incident greatest share of patronage from the people, unfailingly *insures business*, and under any national economic conditions.

For absolute supremacy in the above eleven centers of population and business—for a pronounced impression upon and a continuous prominence before the buyers of those 5,000,000 Americans,—select a good color design and a few of the prominent spaces of the "Gunning System,"—and "we will do the rest."

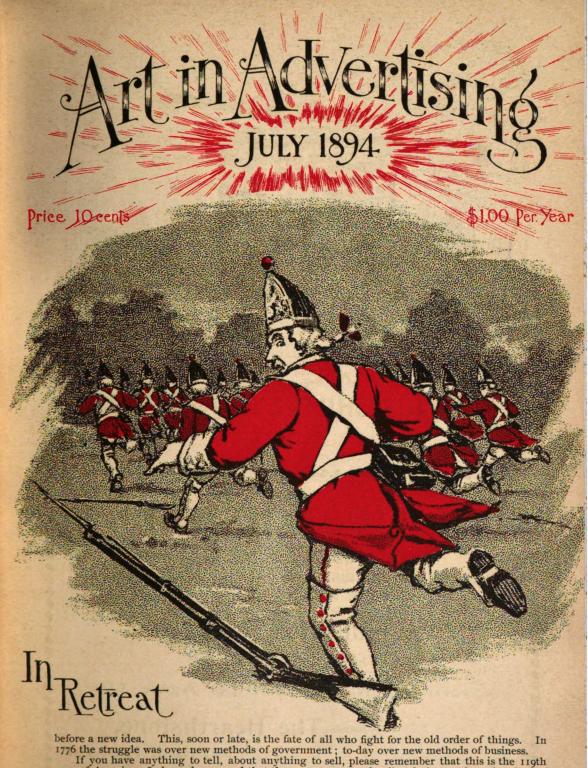
THE R. J. GUNNING COMPANY

Contractors in first grade Sign Advertising Service throughout the United States and Canada, and Proprietors of

"THE GUNNING SYSTEM."

EXECUTIVE OFFICES: CHICAGO.





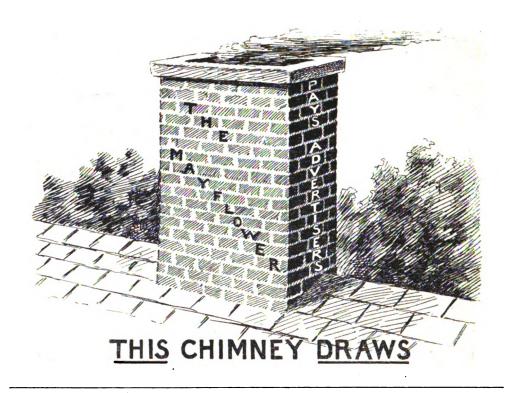
1776 the struggle was over new methods of government; to-day over new methods of business.

If you have anything to tell, about anything to sell, please remember that this is the 119th year of American Independence, and that the newspapers and railroads have taken the place of Paul Revere.

There's both a wise and an otherwise use of Newspaper Advertising; but the principle is all

right, and twenty-five years' campaign has given us some valuable points as to practice. The are at the service of our patrons. We invite correspondence.

N. W. AYER & SON, NEWSPAPER ADVERTISING AGENTS, PHILADELPHIA.



The Hearthstone

HAS THE LARGEST LIST OF PAID-IN-ADVANCE SUBSCRIBERS OF ANY SIMILAR PERIODICAL IN THE WORLD . . .

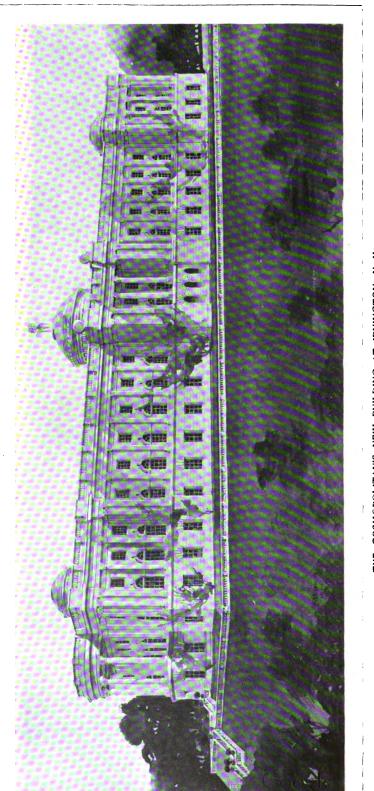
CIRCULATION, 600,000

COPIES PER MONTH.

Advertising Rates, \$2.50 per Agate Line.

Address The Hearthstone,

285 Broadway, New York



THE COSMOPOLITAN'S NEW BUILDING AT IRVINGTON, N. Y. McKim, Mead & White, Architects.

Supplement to Art in Advertising, July, 1891,



Entered at the Post Office at New York as second-class matter.

VOL. IX.

JULY, 1894.

No. 5.

Published by The Art in Advertising Co. 80 Fifth Avenue, New York.

CHICAGO OFFICE, NEW YORK LIFE INSURANCE BUILDING.

H. C. Brown, President.

E. L. Sylvester, Editor.

ISSUED ON THE FIFTH OF EVERY MONTH.
ONE DOLLAR A YEAR IN ADVANCE.

JULY 4TH, 1776.

THERE are the figures; go ahead and do your own shoutin'.

With Tammany still

With Tammany still on deck, we "ain't got nothin' to say."

This is the time when we revel in roses (according to poets and such men as those is); when breezes are balmy and skies ever blue, and nothin' on earth for a fellow to do, but to lie on his back in the shade of a tree, and hark to the hum of the blundersome bee



If we are to judge from the crowds that daily throng the leading retail stores, there is no dearth of business just at present. This may be attributed to persistent newspaper advertising. August is considered the "dull month" by business people, and as August is now upon its way we can only suggest that persistent advertising may mitigate its traditional dullness quite considerably.

No one knows, until he has tried it, the difficulty of concocting a satisfactory small advertisement; the sort of advertisement by means of which we make known our need of a new cook or a cottage in the country,

I have seen a whole family, and bright people at that, work over an advertisement of this variety, both collectively and individually, for an hour or more, and be dissatisfied after all with the result.

If you think the task is real easy, try it and see.

THE discussion of the woman's suffrage question, through the papers and magazines, is consuming a vast amount of ink and good, white paper, which might be used to better advantage.

However, if an appreciable impetus is given to the ink and paper industries we ought not to complain.

THE opinions of intelligent, thoughtful men and women upon this all-important subject, we usually read with much interest; but the inane drivel of all the "Dora Bells" and "Emma Janes" and the idiotic chatter of a lot of prejudiced old bachelors and henpecked husbands, published in the columns of the newspapers and other periodicals is beginning to be decidedly tiresome. These second-rate scribblers are without influence, so far as benefiting or injuring the cause is concerned, but their capacity for creating a large area of "that tired feeling" is unlimited.



"Are you not ashamed, not to do any work all the year round?"

"Oh, I would rather be ashamed than work."—Fliegende Blatter.

[That's just the way we feel about it, this hot weather.]

CONSTANT dripping wears away the rock; constant advertising

brings the rocks right into your pocket.

SOME people seem to think that independence of our mother-in-law, or the hired girl, is as much of the commodity as we are entitled to—or, in common decency, ought to expect; that such independence is a valuable factor in the domestic economy, goes without saying, but for our part, we think, there is another sort of independence better worth cultivation. We refer to that which comes to us with the acquisition of a solid bank account. If we could see our way to sign-

ing a declaration of financial independence, about this time, the clover and daisies would not accumulate under our feet while we were doing it.

NO DEARTH OF 'EM.

Though doughty Dick hath sailed away, In foreign lands awhile to stay, We scarcely feel ourselves bereft; We've such a lot of Croakers left.

A LIGHT punishment!—having the gas turned off for non-payment of your bill.

PROTECTED.

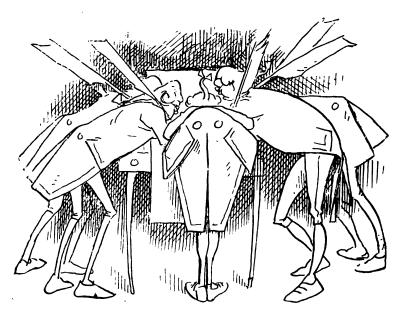
Scene, veranda of summer hotel. Time, 10:30 p.m.

Anxious mother (peering out into the darkness):

Jane, have you something around you?

Voice from Secluded Corner: No 'm-er-that is-ves 'm-

And the unsuspecting old lady retires with a good natured grumble at the damp weather.



AND THIS IS THE WAY THEY LOOKED, THE DAY THEY SIGNED THE DEC-LA-RA-TION



DUBLISHERS everywhere will appreciate the pleasurable feelings which the receipt of a letter like the following always brings to the entire staff, from the devil up.

NEW YORK, MAY 3, 1984.

DEAR MR. BROWN:

The sun has not, it has seemed to me, shown with its usual brilliancy for the last three days, and life seems to have lost its value. I cannot account for it in any other way than that your mailing man has failed to send me this month's issue of Art in Advertising.

What do you think?

Yours truly.

A. J. Johnson.

N. B. The band will now play: "The Heart Bowed Down, etc."

Mr. Johnson's subscription had expired, and we naturally called his attention to the fact when we replied to his kind and soul-inspiring letter. In our mind's eye we already beheld his large and opulent dollar. We admired the ever vernal greenness on its back, and the face of the immortal George seemed to wear a smile of serene satisfaction. He had been out in a cold and cheerless world, but was back again among the salt of the earth. It was like old times again. But—

"'Twas ever thus, from childhood's hour,

We've seen our fondest hopes decay; We never loved a tree or flower.

But 'twas the first to fade away."

Mr. Johnson returned our bill with "DISCONTINUE" written across it in large, bold characters, and the dollar that we looked for never came.

In this connection we might say that our subscription department is now provided with a night-bell. Dollars received at all hours day or night. Four publishers were talking with us the other day and the conversation ran like this:

Said we: "How's sales keeping up?"

Said No. 1: "Oh, pretty good. Talked with Mr. Farrelly the other day. Mr. Farrelly," said I, "how's the *Blowhard* doing? Now you want to know what Mr. Farrelly said?"

" Yep."

"Well, the old man looked around kind a careful like and then said: 'The Blowhard's doing nicely. She's taking right good care of herself. All the others are way off, but the Blowhard seems to hold right up'"

The next place I went produced the following conversation:

Said we: "How's sales keeping up?"

Said No. 2: "Oh! Pretty good. Talked with Mr. Farrelly the other day." "Mr. Farrelly," said I, "how's the *Screecher* doing?" "Now, you want to know what Mr. Farrelly said?"

" Yep."

"Well the old man looked around kinds care ful like and said, 'The Screecher's doing nicely. She's taking right good care of herself. All the others are way off, but the Screecher seems to hold right up.'"

The next place produced this:

Said we: "How's sales keeping up?"

Said No. 3: "Oh! pretty good. Talked with Mr. Farrelly, etc."

- "Want to know what Mr. Farrelly said?"
- "Yep."
- "Well, etc.' Same as Nos, 1 and 2.

Then came the last,

- "How's sales keeping up?"
- "Oh, pretty good." Talked with etc., etc., same as No 1, 2 and 3.

Then we visited our own circulating department.

- "How's sub's keeping up?"
- "No good."
- "What's the matter?"
- "Nothing, 'cept the bottom's dropped out. Took in 47 cents this morning. Total for the month up to the 15th, \$1.25."
 - "That's funny. How's the news stand sales."
 - "The what?"
 - "The news stand sales."
 - "Ain't none."
- "That's funny. I was talking with Mr. Farrelly this morning. Do you want to know what Mr. Farrelly said?"
- "No, thanks. I can get along without it, if you don't mind."

All this is preliminary to what we were going to say, which is simply this: If you have a dollar that you don't want, send it along to the only paper that isn't doing well just now. All the others are doing splendidly. We are not We need the dollar in our business. Also we need a few more ads. If your sub, is out and you can't renew, don't write us a Johnson letter. The shock is only so much the worse. What we need is sugar, not shocks.

As a general rule we don't often invade the reading columns with duns for business. But the Government is hard up, and we want to contribute a little, through the Income Tax, to help it out.

To the Editor.

DEAR SIR:-Will you tell me why it is that our best writers invariably use the terms "raise up" and "rise

up," instead of simply "raise" or "rise?" Is it a matter of poetic license? or do they imagine that there is a possibility of rising down, or any other way except up? It is true one might rise sideways, instead of directly up: but that is too fine a distinction, and hardly satisfactory as an explanation.

If it was only the scribblers who insisted upon "raising up" I wouldn't object, but when our leading authors do likewise, I begin to wonder why.

If it is correct to say that the hero "rose up in sudden anger," or that he "raised up his head and looked around," I want to be informed to that effect.

Life without ART IN ADVESTISING would be an arid waste.
Your admiring friend,

BETTIE SUNDOWN.

LOOK out for the man who wastes your time. Not the casual caller-the book agent or whatever he may be, who inveigles you into an interview-but your more intimate business contemporary, the good-natured, prosperous fellow who keeps you dawdling an hour and a half over luncheon, in the busiest part of the day, simply because he happens to have the time himself-or who drops in upon you at inopportune moments and regales you with the latest story or a lot of irrelevant gossip. He is the man who makes the most row over having his own time wasted, and yet he thinks nothing of wasting that of other people. And because he is prosperous himself and withal a delightful fellow, and because, forsooth, you fancy that in some indirect way it is "good business" to let him waste your time, you haven't the courage to let him know that you've got to hustle whether he has or not.

It is all very well when business is running in good shape and you have the comfortable reeling of not being tied down to it, but when you are only half way up the ladder and know that your time is not your own, just yet awhile, then you should be careful to avoid these profitless hours and half hours stolen from business.



THE WONDER OF IT.

We wandered on the sea shore,
We wondered at the sky;
I told her how I loved her.
She said "she wondered why?"
I wondered if she'd have me?
She gently answered "Yes,"
And then we wandered, wondering,
In speechless happiness.

And now, since we are wedded,
We wonder, as of yore,
We wondered, as we wandered,
Along the ocean shore,
With just the bit of difference,
That our wonder we condense
Into wondering how we happened
To have so little sense.

E. L. S.

Dip you ever see a colored newspaper? I don't mean a newspaper printed in color, but one that is printed by color.

The Colored American is a publication of this kind and represents the Ethiopean society of Washington. It looks pretty much like a white folk's paper, except that the portrait cuts usually represent colored people.

The heading of the society column shows a group of dusky-faced belles and their escort; all in evening attire; the ladies, with decoilete gowns and Psyche knots, and all with fine Grecian features. Beneath the cut are Johnson's lines:

This melancholy truth is everywhere confessed: Slow rises worth by poverty depressed.

The Colored American is really quite a creditable performance; if there is a tendency to run all the long words in the dictionary in its columns, we must remember that this is a weakness peculiar to the race.

This reminds me of a remark once made to me by a self-important old darky who was much addicted to the mis-use of high-sounding words

"Sam," I said to him, one day, "I don't believe you understand the meaning of all those big words,"

"'Deed I does," was the reply, and after a moment's silence he added, with much gravity,



"I tell you, sah, we gotter hev a influence wid our langwidge, perpendiclar to progress."

And he had as little idea what he was talking about as I had.

And while I'm on the subject let me show you a real, sure-enough, colored letter, printed with no alteration, except the omission of names and addresses, from the original. A peculiarity in this production is the exceptionally correct spelling; in other respects it is not at all unusual.

DEAR MISS F: As I have been some time wishing to hear from you and your sister to know how you are getting along. As I have the highest Esteem for you both I write to see if I can get an answer as I am not afflicted with sup-

erbondance you must lieve this letter to my ignorance as I am aware that I will not suit for a husband I hope I am not to far elapsed for a friend * * * and if not so you can lete me know by responding to this Epistle remember my best regards to your sister and let me know if you feel so despose when you heard last from your ancestors and how they were navigating.

Voung Miss, I hope I am not antispating in vain, because I am sincere in what I am saying, there is another question resting very heavly on my mind that I would like to astain, but for fear you might think that I was very pragmatic, I will not ame to astain, hopeing that I may be successful in obtaining a pleasant answer, and if I have actracted your attention enough to respond to this offspring, which I reckon is somewhat uncertain to you, you can use the same address which I formily corresponded to you under.

With much respect,
and obts Young Miss,
I remain yours found friend,

W. H. B.

WONDERFUL DISCOVERY.

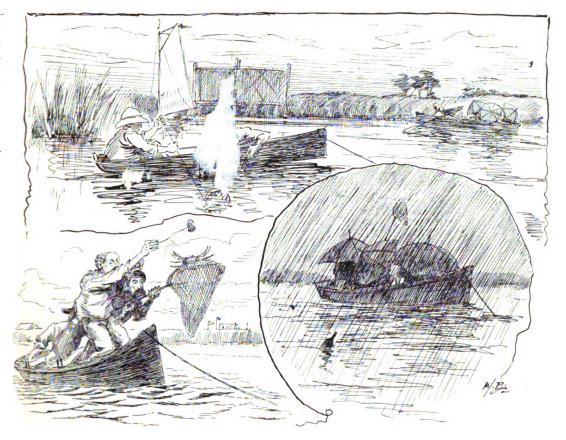
CURLY HAIR MADE STRAIGHT BY



ADVERTISEMENT FROM "COLORED" NEWSPAPER.

IT is always amusing, says a recent writer, to hear men complain of the extravagance of women, when, if it were not for this so-called extravagance, manufacturers, jewelers, merchants, importers, dressmakers, furriers and milliners would have to get out of business. It takes an army of trained artisans to get one great lady ready for a ball. When she is dressed from the tip of her satin slipper to the topmost diamond in her tiara, she is the product of a dozen artistic trades and represents some of the mightiest interests in commerce. It was the demand for the fine things of all women's adornment, as well as the sacrifice of one woman's ornaments, that led to the discovery of the New World.

Some idea of the book trade in Boston 176 years ago may be formed from an advertising page in a publication of that period entitled "The Practice of Piety; Directing a Christian How to Walk that He May Please God," which purport be the 53d edition of this valuable manual purged from many thousand faults scaped former impressions." The that has title pa; profusely illustrated in primitive with Scriptural portraits and wooder pious (and at the bottom of the page we are at the work is "reprinted by B. Benj, Eliot en Janiel Henchman, Green. and sole at their shops, Biston, in New England, 1718." It is a book of 418 pages in coarse calf binding, and contains minute instructions in Christian predestrianism, even down to prayers to be said before taking "physick" and " seven pitiful sighs for a sick man that is likely to die." Notwithstanding the eminently spiritual character of the volume, the publisher, in the absence of any daily newspaper at that time, in which to display his wares, and with the thrift that New England tradesmen developed at a very early date, devotes the last leaf to an advertisement of the literary treasures he has for sale. Among them will be found "The Christians Exercise by Satan's Temptation," "The Fountain Opened, wherein also is proved that there shall be a National Calling of the Jews," both by the late Reverend Mr. Samuel Willard; and "Twelve Single Sermons on various Subjects," by the Rev. Mr. Benj. Wadsworth, of Boston; also "The great Salvation Revealed and Offered in the Gospel Explained, and an hearty Acceptance of it Urged," by the Rev. William Williams, of Hatfield, Announcement is furthermore made that there is prepared for the press "A Considerable Number of Discourses on those Eight Characters of a Blessed Man (commonly called the Beatitudes) in Christ's Admirable Sermon on the Mount," by the Rev. Dr. Increase Mather. Such was the literature most in vogue at the "Hub" in those far off colonial days. It was of a somewhat gloomy and ascetic sort. The generations of Theodore Parker, of William E. Channing, of Henry W. Longfellow, of John G. Whittier, of leaders of broader and more liberal and still more elevated thought, were yet far remote. Out of the darkness was yet to emerge the



THE JOYS OF FISHING

cheerful radiance of James Russell Lowell and Oliver Wendell Holmes to make the world brighter as well as better. Yet we have no doubt it paid our old friends Benj. Eliot and Daniel Henchman, in a small, provincial way, to advertise as they did. It shows that even then the secret of success in business was beginning to be understood.

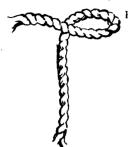
Fliegende Blätter, the inimitable, has been in existence for fifty years. Its original publishers were Kasper Braun, a clever artist, who took charge of the pictorial department, and Frederich

Schneider, editor. These men are long since dead, and the business is now in the hands of their eldest sons. The amount of advertising carried each week by this brilliant little sheet is enough to make one envious; but oh! the German advertisement!

A CONFUSION OF IDEAS.

Rhoda, aged four, astonished her mother's guests, not long since, by calling attention to a photograph, showing herself and parents in a pretty group, and announcing that it was "Me'n papa an' mamma, before we was married."

RING OUT, WILD BELLS!



HE Ayer & Son family had a reception and banquet on the 4th of June. The chief feature of the occasion lay in the fact that the firm had completed 25 years of business. Covers were laid for 140. When the firm was first established

it had no employees. At the supper there were 130 employees present. Twenty-nine of these had been with the firm ten years or more, fifty-five, five years or more, while the average term for the whole number was 5½ years.

Mr. Ayer presided. The toasts were all responded to by employees. During the supper Mr. Ayer and Mr. McKinney were each surprised by the presentation of two handsome albums, containing the autographs of all their employees, grouped on pages, with drawings suggestive of the business, and of the particular branch cared for by the signers.

The occasion throughout was most pleasant, and like the preceding occasions of the same kind, did much to cultivate the harmony and good feeling between the house and its employees, which has contributed so much to their success. A reproduction of the menu will doubtless be enjoyed by our readers:

RECEPTION TO THEIR EMPLOYEES

ВY

N. W. AYER & SON

AT THE

COLONNADE HOTEL

Monday Evening, June 4th, 1894.

Instructions as to 1894 Copy.—Attached find Copy to be inserted in the order given, and in position called for. When all have been inserted begin again with No. 1, and repeat till contract is completed. We have endeavored to provide first-class plates, and trust you will make special effort to have them (dis)appear well.

N. W. AYER & SON.

PLEASE OBSERVE ORDER OF INSERTION CARE-

LITTLE NECK CLAMS. (Must go top of column.)

OLIVES. RADISHES.

(No A insertions allowed for.)

CHICKEN CROQUETS. PEAS.

(First-class matter-set solid.)

DEVILED LOBSTER.

(Classify under "Help Wanted.")

FRIED OYSTERS, CHICKEN SALAD. (Double leaded.)

SCALLOPED OYSTERS.

(Omit during July and August.)

Assorted Cakes.

(Complimentary inscrtion.)

STRAWBERRIES. ICE CREAM. (Give full position on woman's page)

FRUIT, COFFEE, (Full display,)

LEMONADE, SARATOGA KISSENGEN.
(To run t. f.)

TOASTS.

"OUR EMPLOYERS,"
"Straight On!"

"OUR LADIES."

"Hard work is good and wholesome, past all doubt."

"OUR VETERANS."

"Has there any old fellow got mixed with the boys?

If there has, take him out without making a
noise!"

" Our Boys."

"Anyone can count the boys in our business; but who can measure the business in our boys?"

"OUR BUSINESS."

"Helping others get business, and keep business, by business-like use of a business-making method."

"OUR CUSTOMERS."

"Newspaper advertisers are bright men.
Bright men are newspaper advertisers."

"OUR FRIENDS-THE NEWSPAPERS."

"I would rather live in a country with newspapers and without a government, than in a country with a government but without newspapers."—Jeffer-SON.

"OUR MOTTO."

"Keeping everlastingly at it brings success."



WHATEVER his faults may be, Jerome K. Jerome is evidently no coward. If he were he would not take his life in his hands as he does in the publication of anything so ungallant as the following—an extract from his paper, Today:

" In the West End of London there are plenty of vapid, brainless, heartless, overdressed-in-the-afternoon and underdressed-in-the-evening little animals, that, there being no other name at present for, we have to call women. They are vicious, selfish and idle. They sell themselves for money and then do not carry out the terms of the bargain. They marry, but they are never wives. They are bloodsuckers on the unfortunate men who have been asses enough to undertake the responsibility of feeding and clothing them. They will ruin them in their business and worry them into early graves rather than to go without an extra new dress. They have children, but they are not mothers; they have not even the instincts of the better-class brutes. Selfindulgent and stupid, they drift through life, everlastingly whining and posturing, a bore to themselves and a curse to every one who knows them They cry that they are misunderstood, which would be the most charitable thing that could happen to them, and they talk about their soul with as much assurance as if they really possessed one. They take all they can get, they do nothing for it, and they are never satisfied. But I should be sorry to take them as types of their sex, and to talk about them as the new women. They are types of nothing but a social disease.'

THE Philadelphia *Press* is responsible for the following:

A salesman in a Philadelphia jewelry store was approached by a woman of the fashionable world and her daughter a few days ago. The latter looked somewat · mbarrassed. "I desire to get a ring for my daughter," said the woman. The salesman looked at the young lady. "Not this one-another daughter. It is to be a surprise." She was shown case after case of diamond rings but none seemed to suit her. Finally she said to her daughter: "Show him yours, dear." Blushingly the girl took off her glove and slipped a sparkling ring from her engagement finger. I want to get one exactly like that. How much will it cost?" The salesman looked at the ring and the girl watched him as bravely as she could. He recognized it as one he had sold to Mr. Blank a few days before. So he handed the ring back to the daughter and said : "The cost of this ring, madam, was a confidential matter between Mr. Blank and myself. We haven't another like it in the house. I understood from his remarks that he thought the ring would not be valued at its intrinsic worth. However, if you wish to know its value, take it to some pawnshop, and multiply what they will



A FOREGONE CONCLUSION.

If it doesn't sell, Bess, I'll make you a present of it.

Oh, thank you, George: I'll go right home and , fix a place for it.

offer you by three and you will get pretty nearly the correct price." The mother flounced out of the store in great wrath. Her daughter followed almost in tears.

A VERY FUNNY STORY, INDEED!

(From a London Publication.)

VERY funny story is told about one of the English professionals who came over with the South African team. On being asked how he liked cricketing at the Cape, he replied in a haughty tone, "Why, you must not look upon me and my comrade as mere cricketers. We are really political ambassadors, engaged in drawing together in friendship two great nations." There is nothing like having a high opinion of one's profession.



SOME way should be devised for increasing the amount of advertising space in each street car. That there would be a demand for such extra space is unquestionable. The amount of advertising that can be carried by a newspaper or magazine is virtually unlimited. The sign painter and bill-poster have a field which is, so to speak, unfenced; but the car, surface or elevated, is limited to a comparatively small amount of advertising space. We are not thirsting for more advertisements ourselves, · being well satisfied with the neat and artistic display now carried by the cars; but we merely mention the fact, because it happened to attract our attention.



PORTRAIT OF DR. LIGHTWEIGHT, ACTIVE MEMBER OF THE S. P. C. A., AND CHAMPION OF THE DOWN-TROD-DEN STREET CAR-HORSE.

A contemporary remarks that "Business men enjoy a good, plain, business ad."

So they do; and so, too, do most sensible people. Who said they didn't?

WRITERS in the London press get rather wild now and then over the horrors of outdoor advertising, referring more particularly to signs and posters; and America, being a notoriously incorrigible and shameless offender in this respect, comes in for an occasional scathing rebuke.

We are pretty bad, that's a fact; but not bad enough to be taken to task for our advertisatorial offences by England—a country which tolerates in its largest city a system of 'bus advertising which would disgrace a third rate village. Compared with the tasteful and attractive display of advertisements in our own public conveyances these London affairs are not in it, and I lmagine there is the same wide difference of quality to be found in all other branches of idvertising. In magazine and newspaper announcements America is far ahead. But that belongs to another department.

What would we think if our handsome Broadway cable cars, or any other public vehicle except the Fifth avenue stages, should suddenly appear upon the scene, or the track rather, pasted all over the outside with green, red and yellow signs? Skinner's Soap, Jones' Condensed Milk, Another fellow's Baking Powder. Why, we wouldn't put up with it. Those cars would be boycotted in no time. Yet that is the way it is done in London. I don't wonder the sensitive public gives an occasional kick.



IRATE SUMMER BOARDER—When you wrote to me, you said there were no mosquitoes here.

FARMER-Wall, when I wrote to you there wa'nt none.

ADVERTISEMENTS printed on fans are now in order. The fan advertisement takes the palm.

THE bear seems to play an important part in the Primley Gum advertisements. What significance may be attached to his appearance in this connection I don't know, but there are people mean enough to insinuate that only "cubs" and "bears" chew gum.

An uncommon number of people have suddenly discovered surpassing attractions in *The Forum* at 25 cents which they never knew existed under the 50 cent regime. The *Evening Post* always alert to the development of first-class literature has placed on record its august approval of the recent changes, and the accomplished editor of *The Forum*, Mr. Walter H. Page, will please consider his cup of happiness brimfull and running over.

Not only in the editorial line has the improvement been noted but in the business department as well. With the advent of Mr. Frank Presbrey from Washington, as manager, the gain in advertising commenced. Mr. Presbrey has enjoyed an amount of experience in the advertising field which is undoubtedly of great value. All the stock phrases of the average "grind" belong to the irrepressible Presbrey. In the language of the Sun he is honest, he is capable, he is faithful to the constitution. He is also everything else nice you can think of. This write up must be satisfactory or we get no pay.

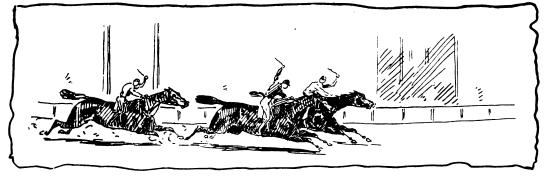
The July number of The Forum shows the result of his fine Italian hand in a 16-page inset devoted to schools and seventy-two pages of advertising in all. A glance at this inset gives some idea of the skill and labor necessary for the accomplishment of a work of this kind. All the pages are splendidly illustrated by half-tone engravings, from six to eight appearing on each page. They carry out the idea of the text in a manner wholly satisfactory and convey a life-like picture of the various schools as they look in every day life.

We should imagine this sort of advertising would be a good thing all around. Mr. Presbrey is undoubtedly entitled to congratulations and we are glad to note the vivifying result of a residence in the metropolis.

HE WAS LOADED.

IST SUBURBANITE: I tell you, old boy, you ought to carry an accident policy!

2D SUBURBANITE: Great Scott! man, don't ask me to carry anything else.





The sign brings customers.

-La Fentaine.

THE man who posts a new bill or paints a new sign, anywhere within the city limits, is an ob-



ject of inexhaustible interest to the public. As a rule, any marked demonstration of such interest is relegated to the small boy, and the man who isn't in a hurry, but none the less does every citizen who passes the scene of operations note with curiosity what is going on.

THE sign or poster that looks forth upon a city thoroughfare is bound to attract a vast amount of attention. A short time ago it was unusual to find local dealers advertising in this way, but it is now becoming quite

common, and in addition to the regulation announcements—the theatre posters and specialty signs—we have those of the city merchant. When these signs are well painted the result is good. When they are badly drawn and vulgarly colored they are a nuisance.

THERE are men among the sign painters who know how to draw and paint. I know a professional sign painter in St. Louis whose work, until within late years, has been entirely too good for the purpose. He occasionally turned his hand to scenic painting and his work was much in demand, being really beautiful and effective. When the day comes that every sign painter, who is employed for figure work, is expected to know how to draw, we will hear less growling about the marring of nature by the placing of such advertisements.

THERE is still much room for improvement in the painting of signs which call for figure work, or any drawing other than the mere lettering. We can call to mind some atrocious productions which have appeared within late years, but the standard has recently been raised very considerably.

A THREE or four acre lot, near Germantown, Philadelphia, is inclosed by a number of tremendous bill boards, bearing the DeLong Hook and Eye advertisements and announcing, in poetical measure, to the passing traveler, that the inclosed portion of the universe is to be adorned, in due time, by the buildings of the famous Hump Company. It will probably be one of the livest things that has struck Philadelphia in a good (De)Long time.

A RETAIL hardware dealer in Washington has a placard hung in his window bearing the words "We mean Busines." If that's what he means why not spell it with another s.



"GOOD advice is never out of season;" neither is good advertising.

THERE is no better place in the country for posting bills than upon the ruins of a building destroyed by fire. The enterprising bill-

sticker is aware of this and promptly takes advantage of every such opportunity that offers. It is an ill wind that blows nobody good.

MRS. FLOORWALKER.

Scene: Veranda of the Floorwalker Cottage. Mrs. Floorwalker in rocking chair, deeply absorbed in the pages of a magazine. Oliver on the steps, dividing his attention between the evening paper and his neighbor's exertions with a lawn mower. Mrs. Floorwalker, turning another leaf, gives a little sigh of satisfaction.

"You seem to be interested," remarks the man on the steps, without turning around.

"Yes," is the rather absent reply; "it's a short story—ever so cute—you must read it, Oliver;" and the little woman lapses once more into silence—a silence that is broken, a few moments later, by an exclamation of annoyance from the reader, and a sudden and emphatic closing of the magazine.

"You needn't read this story, Oliver; it's a-1 mean it isn't good, after all."

"Don't like it, eh?"

"No; it isn't worth reading." Then, after a moment's reflection: "It's an advertisement—nothing but an old advertisement."

Mr. Floorwalker threw his head back with a little laugh:

"Well, well; I thought my wife was too smart to be taken in by a disguised ad."

Mrs. Floorwalker flushed a little with annoyance.

"I think such advertisements are dishonest—downright dishonest."

"Oh, no; not quite so bad as that."

"Well, they seem so to me. I am betrayed into reading them under the impression that they are stories—that's what they pretend to be—and find that my time has simply been wasted."

"Wouldn't it be wasted if they were stories?"

Mrs. Floorwalker ignored this question, and Oliver went on as follows:

"I tell you, my dear, it is your own fault if you are fooled by one of those advertisements. There is always some way to identify it if you would only look carefully; look at its position in the magazine—look at the heading of the page, or, best of all, glance at the end of the story, and you will see the name of the advertised article at once. Just be careful; that's all,"

He paused, stretched one leg into space and carefully adjusted the knee of his trousers, then picked up his neglected newspaper, and while folding it to get at the inside pages, casually remarked that he would like to see any one fool him on an advertisement.

"That's different, Oliver," returned his wife, "you have been in the business so long you ought to be well posted."

"Certainly, my dear; what I don't know about advertising isn't worth knowing. The fellow who fools me on a disguised ad, will have to arise with the lark, I can tell you!"

Then the subject was dropped, and Mrs. Floorwalker rocked idly in her chair while Oliver perused the paper, and for a few minutes no sound was heard save the click of the lawnmower, the creak of the rockers and the occasional rattle of the paper; then the man on the steps read aloud as follows:

HOT WEATHER HINTS.

("Here's something worth cutting out, dear, listen:")

Try and keep cool.

Do not get excited.

Exertion is good—over exertion, injurious. ("That's true, you bet!")

Keep the blood cool, well circulated and healthy.

Do not eat fat or heavy foods, but those that will nourish and not overheat. ("What I've always said.")

Don't eat unripe fruits or other unwholesome food.

If you feel heated, do not resort to icy drinks, but take a little pure medicinal whiskey in iced water.

Remember that there is but one pure medicinal whiskey in the mar—

"Er—ahem! Darn these mosquitoes! (swishes newspaper wildly) I don't see how you stand 'em, Mary! I'm going inside. This thing of living in the country is played out!" and then the slamming of the screen-door cut off the flow of his eloquence and Mrs. Floorwalker picked up the paper, with a queer little smile, removed a hair pin from her pretty Psyche knot and proceeded to cut out the "Hot Weather Hints" as directed; and if the man, who was superior to disguised ads., received the clipping next day in his office mail, neatly pasted on a sheet of paper, with no word of comment, it wouldn't be surprising in the least.

ANYTHING, JUST SO IT'S COOL.

Business Manager: Going round to see old Blokes, are you? You'll get a freeze-out, sure. Perspiring Solicitor: Great Scott! Where's my hat? I'm afraid I'll miss him!

Now wanders forth at eventide,
In summer rig, the maid romantic;
Anon the caterpillar drops
Adown her back and drives her frantic.

THE JULY magazines arrive too late for individual notice in this issue of ART IN ADVERTISING, but they are fine numbers. The advertising pages show some handsome new designs, which reflect great credit on the advertisers.

TRAVELERS and others sojourning in Washington, who have dealings with the Pennsylvania railroad, invariably congratulate them-

have occurre fluction in the lamber of the l

A NEWSPAPER MAN.

selves that the passenger service of this splendid road is so admirably represented at the National Capital. The road may well congratulate itself upon its good fortune in this respect.

Mr. Robert A. Parke, whose official title is Passenger Agent of the Southeastern District, headquarters at the Baltimore and Potomac station, is a big, handsome man, of middle age, of good business address, agreeable manners, accessible to all callers, and prompt in the transaction of affairs that come officially under his supervision.

He has had charge, in his day, of some highly important special work; of trains that became historically famous because of the conspicuous personges they bore, and of various trusts in this line requiring peculiar tact, discretion and executive ability; and on every occasion he has reflected great credit on the company and the excellence of its management. Personally, he is well liked and popular, and esteemed by all who know him, as an unassuming, modest, reputable gentleman. It is a position of much, and sometimes very trying responsibility that Mr. Parke fills, and the universal sentiment in Washington is that no one could fill it fuller or better.

When Rudyard Kipling wrote the words, "That belongs to another story," he conferred upon scribbling mankind an inestimable blessing. How we ever got along without the accommodating little sentence, I don't know, but it has evidently come to stay. You write yourself "into a corner," and see no way out of it except to tear up the sheet and begin over, when—Presto! "That belongs to another story" pops into your head and your awkward sentence is gracefully capped.

And the best of it is, it always sounds as if you had said something rea! bright and original yourself.

Some of the English magazines carry a line of advertising that I have never seen in similar publications in our own country; I refer to the announcements of charitable institutions, hospitals, missions, orphan asylums, etc. Whether such advertisements are paid for, or published gratis, I don't know.

Now-a-DAYS, when our great dailies fairly reek with horrors, from beginning to end, it is really refreshing to pick up an obscure, little country newspaper, and regale yourself with such innocuous matter as the following:

G. W. Blankenship has traded horses again,

Uncle Charley Conk has, what he calls, a bad cold.

Miss Allie Brown is visiting in Pennington Gap

Thomas Gibson has been suffering with neuralgia for a few days past.

Ben Sneed, Doc Spencer, Emmet Orr, and Ben Conk were making lemonade Wednesday.

6am Richmond and Capt. Bennett went fishing Wednes-day

Miss Bart Gibson, of Gibson's Station, is visiting Misses Richmond and Fulkerson. Glad to see you, come again.

C. E. Fulkerson went to Jackson, Ky., to see his best girl last week. He traveled with her quite a distance and did not recognize her.

Wonder what is the matter with S. P. Jessee. He looks several years older than he did two weeks ago. I presume that a certain young lady of Rose Hill could tell.

Old Uncle "Z" has on a broad grin here of late—Mag Charlotte Bales is coming home. He thinks he will have full swing while the "engineer" is away.

And there was nothing more interesting or exciting in the whole paper than these queer little personal paragraphs.

A LONDON weekly, *The Sketch*, prints the following notice to "Authors and Others":

It is particularly requested that no further poems or short stories be sent to *The Sketch*, as the Editor has a supply sufficient to last him well into the twentieth century.

By the way, who can the "others" be who contribute poems and short stories to this publication? That they are not considered "authors" seems quite evident.

AFTER you have made up yure mind just what yu are going tu do, then iz a good time to dew it. -Ex.

If the writer of the above would make up his mind to start a spelling reform, and then do it, he would deserve the thanks of the reading public. We have no objections to dialect, pure and simple, but we do object to the poor sort of wit that depends for effect upon the misspelling of words, without changing in the least the pronounciation. For instance, what is there so funny about "you" spelled "y-u," or "is' spelled "i-z," when there is no corresponding change in the sound of the word? And why should "to" be spelled "t-u" in one place and "t-e-w" in another in the same sentence?

In writing this sort of stuff, which is probably intended to represent the uncouth speech of an old countryman or some such person, there are many words which call for different spelling because they are to be pronounced differently. To make such changes as those quoted above is absurd.

A SMALL book entitled "The Mecca of America" has been published by the leading merchants, having their business in Union Square or the immediate neighborhood thereof. The object is to call attention to this particular locality as one of the most attractive shopping centers in New York. The book is mailed to out-of-town people.

THE following book advertisement appears in a North Carolina newspaper:

"All Lovers of High Class Fixion should not fail to read 'The Troublesome Lady."



OPENING OF THE SEASON AT SWAMPVILLE.



ford only small spaces in the magazines and newspapers must, of necessity, make extra efforts to have their announcements

"catchy." A small advertisement, if a good one, stands about the same chance of attracting attention that a larger one would. The important thing is to make it odd and original, or in some way distinct from the matter surrounding it.

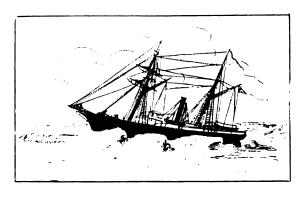
There is an "ole cloes" man in Washington, a dealer in "ladies' and gents' cast-off garments," who advertises constantly in the daily papers. Four or five lines is his extreme limit of space, and they are usually found in the Want or Personal columns. The reader's eye may escape everything else in the immediate neighborhood, but there is no avoiding these cards of the second-hand store. The leading line is always " catchy," and relates to something so utterly at variance with one's ideas of an old-clothes deal that he cannot help being amused and interested. A very good advertisement of the small variety appeared in the magazines a few months ago. It occupied a two-line space, the greater portion of which was devoted to the query, "GOT ANY FRIENDS?" and the remainder to a request that their names be entered somewhere, in connection with something or other at the Exposition Ground. That headline always seemed to me a particularly good one. It challenged your attention at once by reason of its bluff impertinence, and at the same time gave no offence.

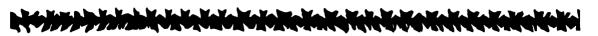
A SMALL advertisement that never escapes my eye is one put forth by a bicycle company, its catch-words being "Eat Bicycles"—I do not consider this effective, however, as it is neither bright nor sensible. Don't be silly. As a rule the public doesn't take kindly to inanity.

It will be worth your while in preparing a small advertisement to try hard to make it original. Small advertisements are always printed with other small advertisements and therefore require some special distinctiveness in order to catch the eye. Don't think because your space is small that you are debarred from originality and effectiveness altogether—for such is not the case.

THAT clever young story writer, Owen Wister, is appearing with distinguished regularity, now-a-days, in *Harper's Monthly;* but, while everything he turns out is readable and original, he has done nothing yet to equal that wonderful story of "Emily,"

THE Pall Mall Magazine has made great strides in all its departments, since the first issue. Some of its illustrations are very good, but as a rule they maintain the average of mediocrity common to English pictorial work. The advertising pages begin to look quite prosperous and the paper and printing seem to be better.





The Winthrop Press 32-34 Lafayette Place New York

Would welcome an opportunity
to figure on your "Printing"
Is Economy—true Economy—an object?



Economy

Promptness

Quality

Style



The Winthrop Press
32-34 Lafayette Place
New York

Gotham's "Big" Bewilderment

"HOTES'" \$1,000 SIGN, the largest and most prominent advertising sign ever painted in the world. Located at Junction of Nassau & Spruce Sts., the center of the advertising district of New York, facing Printing House Square, City Hall Park and entrance to Brooklyn Bridge. Is observed and admired by upwards of half a million people daily.



A practical illustration of how "HOTE," the Sign Man, gets his name up by taking his own medicine, in seven colors. One of the sights of the town.

"HOTES" National Service

of Sign and Poster Advertising GUARANTEED PROTECTED TIME DISPLAY

Eastern and Southern Circuit Headquarters 3 Park Place New York with District Route Agencies Owning and Controlling All Prominent Protected Sign and Poster Advertising Privileges Guaranteeing Reliable Service Boston Montreal Portland Bangor Providence Worcester Springfield Hartford New Haven Albany Troy Oswego Utica Syracuse Elmira Rochester Buffalo Toronto Pittsburg Harrisburg F.rie Scranton Philadelphia Baltimore Washington Richmond Norfolk Raleigh Wilmington Columbia Charleston Atlanta Augusta Macon Savannah Jacksonville Chattanooga Nashville Memphis Montgomery Mobile New Orleans

200

Expert

Artists

10,000

Prominent Displays

At Your

Service

To

Command

Western and Northwestern Circuit Headquarters 74 & 76 E. Madison St. Chicago with District Route Agencies
Owning and
Controlling
All Prominent All Prominent
Protected
Sign and Poster
Advertising
Privileges
Guaranteeing Reliable Service at Cleveland Columbus Cincinnati Toledo Dayton Louisville Indianapolis Terre Haute Fort Wayne Detroit Grand Rapids Bay City Milwaukee La Crosse St. Paul Minneapolis Duluth Winnipeg Fargo Sioux City Dubuque Des Moines Omaha Burlington Rock Island Quincy Springfield Bloomington St Louis Kansas City Little Rock Dallas Fort Worth Austin Galveston El Paso Denver Salt Lake Spokane Helena Portland Los Angeles San Francisco

"HOTES" Brush Advertising
National Advertising Service

C. S. HOUGHTALING

Advertising Contractor

74 & 76 E. MADISON ST. CHICAGO, ILL.

3 PARK PLACE

NEW YORK

Digitized by GOOGIC



A PROBABILITY.

MAMMA: Before we return from the country all these pretty leaves will be red.

JIMMIE: Huh! That's nothin'; this whole town 's goin' to be red while we're away; papa said so,



DON'T believe summer is such a bad time for advertising, after all. If it is, why do you keep at it so industriously? I mean why do you keep on advertising? I opened the first June magazine that came to hand, with much interest and curiosity, half expecting to find its advertising pages devoted exclusively to summer hotels and ice-cream freezers. But nothing of the kind! Instead, I found everything pretty much as usual; bicycles till you couldn't rest; heaters, fishing rods, railroads, fountain pens and bath tubs, and all the others. And yet you are everlastingly growling about the futility of summer advertising!

It seems to me, though my reasoning is doubtless weak, that this is a good time to advertise. The public is having its vacation. It reads its magazine more carefully, and if, perchance, it happens to be stranded where magazines are few and a month between, it will devour the advertising pages with an appetite for information on the subject of shingle stains or chewing gum, that is almost insatiable.

Then another thing: Statistics prove that during the summer solstice there is a greatly increased tendency, on the part of the public, to insanity and crime.

And there you are!

I have known a man to buy a camera in hot weather, and go about snap-shooting inoffensive strangers, without the slightest compunction, who wouldn't have dreamed of such a thing at any other season; or he will be seized with an unnatural longing for a bicycle, with which to frighten horses and run down innocent children and stray dogs; or he may even take a crazy notion to having new heating apparatus put into his house before the cold weather comes. In fact, he will be likely to do a good many irresponsible things like this if it is suggested to him—and that's one reason why I think summer is a good time to advertise.

SPEAKING of bicycles, the Pope Co. has a new page which is quite effective. It is nicely arranged, and all that, and we are told, in very pretty lettering, that "Half the joy of cycling was never told;" but somehow the "joy" that is portrayed in the picture doesn't strike us as being worth talking about. A young man is seated at an unsteady looking table, which seems to stand right in the middle of the thoroughfare, and is being served to wine (or is it red lemonade?) from a pitcher in the hands of an illfavored, large-headed young lady. The young man gazes blankly at the pitcher of wine, and the large-faced lady looks off into space. There is a house in the distance, from the door of which, another woman is eyeing the proceedings with considerable interest, so that even if the girl was good looking, and the wheelman less absorbed in the pitcher, there would be small possibility of a flirtation. But perhaps the untold joy, referred to by the advertiser, relates not so much to love making as to having one's wine served from a pitcher.

Some advertisements seem to me so utterly stupid and unattractive that I can hardly believe they bring satisfactory returns to the advertiser. Of course tastes differ, and the announcement that strikes me unfavorably may meet with another man's entire approval; but just the same, I can't help thinking that a good many advertisers would do well to pay a little more attention to their announcements. They should make the most of their space, if it is only two lines. Now-a-days when some of the magazine advertisements are so handsome, and a large proportion of them so interesting, the poorly prepared advertisement suffers considerably by contrast. You can't run a worn out, frowsy, old electrotype by the side of the bright, clean-cut specimen of your neighbor on the same page,



without being shouldered into the shade, if not into oblivion, entirely.

However, there is such a tremendous general improvement throughout the advertising pages of the magazines that to find fault with the few poor announcements seems hypercritical. There is an encouraging tendency all along the line to "come up higher." Even Mr. Wirt has forsaken the old black background and rejoices in a handsome quarter page in behalf of the fountain pen.

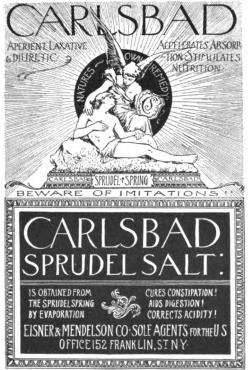
Among the good new pages is one by the Cuticura people. We have so long been accustomed to looking for unspeakable horrors from this source that we appreciate their last effort doubly. The page of the Carlsbad Sprudel Salts is also a good one. N. W. Ayer has a new full page, which is original, as usual. One of the most striking designs of the month is that of Primley's Gum, in the June St. Nicholas. The drawing is evidently one of Newell's, and is very amusing.

I would suggest to the Globe Engine Gas Co. that they remove the background from their cut of a launch—or whatever it is—so that the latter will stand out clearly and regain its lost identity. The water and boat are all one tone and the effect not very striking.

THERE are two or three other advertisements that might be furbished up a little, to advantage; for instance, that of the N. Y. Metal Ceiling Company, the quarter page of the Farrand & Votey Organ Company and the smaller card of the Wood Mosaic Company, of Rochester.

Among the good quarter pages noticed were those of Samuel Ward, John Holland's Fountain Pen, Shipman's Binders, The Globe Furniture Co., The Coronet Corset Co., The Whiting Paper Co. and The McConnell Filter Co.

A HOSE supporter advertisement has for its catch phrase, "Look at the Crook," evidently



suggested by the famous "See that Hump." For the benefit of the large number of advertisers who are presumably losing sleep in an effort to find something similar and equally good, for use in their announcements, we offer the following list, free of charge, for selection:

Knotice the Knob.
Catch on to the Elevation.
Tumble to the Protuberance.
Observe the Excrescence.
View the Variation, &c., &c.

If you don't see what you want let us know.



ST. NICHOLAS.



SCRIBNER'S.





SOUTHERN MAGAZINE.





REVIEW OF REVIEWS.



THE CENTURY.

MANY of the magazines use departmental headings in their advertising pages. We reproduce a few examples with this article. The heading gives a neat finish to the page and, where there are many advertisements, such classification is a great convenience to the reader. Har
for's has not adopted the heading in its advertising department, but simply labels the pages

"Harper's Magazine Advertiser." Scribner and the Century use ornamental designs, with little variety about them, while the Review of Reviews gives a different heading—something quite pertinent, for every department. The idea is a good one and should be more generally in use.

THE June magazines look truly refreshing. Harper's is a number of unusual interest, including among its contributions an article on Philadelphia, from the pen of Charles Belmont Davis, a short story by Constance Fenimore Woolson, two other short stories by Hamlin Garland and Owen Wister, respectively; two or three poems, the usual serials, an article by Mr. De Blowitz, and no end of delightful illustrations.

With Harper's, a hammock and a holiday, a man might manage to be comparatively happy.

THE Century is brimful of good things, too. There is a most interesting, illustrated account of Edison's Kineto-Phonograph; the second installment of Across Asia on a Bicycle; a very beautifully illustrated article on Maurice Boutet de Monvel, the French artist, and the first part of a short story by John Fox, Jr., illustrated by Louis Loeb. The poets are well represented, and there is a short story by Frank Stockton; also half a dozen other contributions from well known authors.

THE most important article in Scribner's for June is that on Maximilian and Mexico, by John Heard, Jr. The illustrations are by Marchetti and Gilbert Gaul. Mrs. Frances Hodgson Burnett writes of the rise and growth of a London charity. There is a contribution from Archibald Forbes, another from Prof. Shaler, and a number of interesting stories, poems and illustrations.

St. Nicholas is an ideal vacation number, full of short stories, amusing jingles and charming pictures.

LOUISVILLE, KV., has a very creditable publication in the *Southern Magazine*. It is well edited, nicely illustrated and contains some very good matter.

MRS. KATE DOUGLAS WIGGIN gives us a very





NEW YORK STREET VENDORS.

clever short story in the June Atlantic. An interesting article in the same number is "Some Letters and Conversations of Thomas Carlyle," contributed by Sir Edward Strachey.

J. EDWARD COWLES, formerly manager of Thurber, Whyland Co's, cigar department, has made a move in the right direction by starting a business in that line at 143 Chambers street, N. Y. Mr. Cowles' large acquaintance with dealers, and the ability he shows in judicious advertising, ought, we think, to insure success in his new venture.

SAYS the Baltimore American :

There is no dull season with the man who advertises liberally and regularly. He always has custom and he always makes profits.

WHILE WAITING FOR THE CHANGE.

Have you read the Heavenly Twins, Mame? No; is it good?

Grand!

(And she didn't know she had said anything funny.)

RACE PREJUDICES—Your opinion of your own horse.

Don't sacrifice the appearance of your circulars, booklets, &c., to your anxiety to economize in paper. Always use the best quality of paper that the circumstances will permit.

"Zeal in a good cause is always commendable."

Send \$1.00 for Art in Advertising for one year.

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WINDOWS.

DVERTISING in its elementary form consists in displaying one's wares, or a sample thereof, to the public. Display of this kind is instinctive and altogether inseparable from the idea of trade. That the store window is

a potent factor in advertising goes without saying. That its usefulness may be largely augmented or diminished by the

way it is handled, is also something of a truism. In the arrangement of his windows a dealer is guided, as in all lines of advertising, by the character of his patronage.

The artistically decorated windows of a highclass dry goods house would be eminently out of place in a similar establishment, however prosperous, that catered to a lower class of custom; to people who want the price of everything in good, black figures, dangling from each article in the window, and who without such encouragement do not care to examine the goods.

The charm of the shop window is perennial. Few people are proof against it, and, while, for my own part, I admire the beautiful windows of our best stores, I must confess to a very plebian interest in all windows. I enjoy dawdling along Fourteenth street or Sixth avenue, or even Third avenue, and looking at the unspeakable "Paris Novelties" in dress goods, the impossible hats and clumsy gloves, displayed by some of the smaller stores. I like the festoons of sleazy ribbons and cheap laces; the occasional insane outbursts of shirt waists and dusty hats, constituting a "Fire Sale"; and the meanlooking dummies, that appear in wet weather, arrayed in "marked down" gossamers. I like all this, but my interest is not a commercial one.

The dressing of store windows, which a few years ago was relegated to some deft-fingered salesman in each establishment, or even attended to by the proprietor in person, is now-a-days a matter calling for expert professional treatment, and the skillful window-dresser is much in demand.

The success of one's window, from an artistic standpoint, depends largely, of course, upon the nature of the goods displayed. The man who deals in cut glass and fine china can make a more attractive showing than the one who sells hardware or plumbing appliances; but it behooves the hardware man and the plumber, none the less, to have their respective windows as well arranged as possible.

ONE of the leading dry goods establishments in New York, occupying an entire block on Broadway, indulges in the distinction of having no window display at all—at least not in the regulation way. The outsider may look his fill through the fine plate glass but what he sees is only a part of the interior arrangement of the store. There is no inducement to linger on the outside. There are probably other large establishments that dispense with the window display, but I can recall none at the present moment.

AMONG the handsome store windows in New York are those of Altman, Stern, Vantine, Lord & Taylor, Collamore, and Arnold, Constable & Co. I doubt if there are any finer windows in the world than can be seen in this city. It is really worth while taking a walk up Broadway, from Fourteenth street to Twenty-third, and through Twenty-third to Sixth avenue, for the sole purpose of looking at them. You will find here beautiful displays of dry goods and millinery, one or two florist's windows, cut glass, china, silverware and jewelry exhibits, and two of the largest book stores in town. There is also a confectioner in this neighborhood whose windows are delightful to look upon.

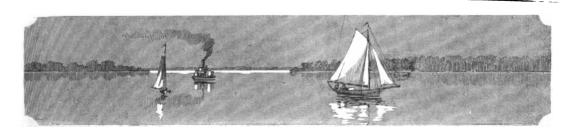
It pays to make your windows attractive. If you live in a small town, or if your business is not conducted upon a scale which warrants the services of a professional window-dresser, you must make the most of whatever talent you can command. Try and have a little style about your window, and don't put too many things in it at once. If you keep a provision store of any kind, the first requisite of all is neatness. A square of fly-paper, stuccoed over with its lifeless

victims, doesn't add in the slightest degree to the attractiveness of your display; although many dealers seem to think so. Don't let the dust settle on your window display; don't keep vegetables and fruit on exhibition a moment after it has lost it's first freshness; (and if I was you I wouldn't let the store cat sleep on top of the provisions in the window, no matter how good-looking she is; some people don't like cats, and might object to her too close proximity to the food.) The great thing is to have your window look fresh and new, and as if you were alive and up to date yourself, and bent on selling goods. I can always tell from the window, just the sort of establishment I shall find inside. If it is a fruit store, bakery, greengrocer's or confectioner's, and the window is trim and neat and arranged with care, I know that inside I shall find trim, clean, businesslike, good-natured people to wait on me; while a dingy, mixed-up, carelessly arranged window indicates, without fail, a poorly arranged stock, a slovenly proprietor and general unsatisfactoriness all 'round. Isn't that so?



When you take into consideration the fact that your store window is your best salesman you can understand the importance of making it just as inviting as you possibly can. It is not an easy thing to arrange a window, and I feel pretty sure that I wouldn't like to undertake such a task myself; but experience and observation are good teachers, and with a little care the knack will soon come to you.

"Doing nothing is doing ill." This fits the case of the dealer who is not advertising.



A SUMMER DAY.

ART IN ADVERTISING.

Revspaper Körerfising

THE retail dealer who is not advertising nowa-days in the local papers is behind the
times. Every one, as is any one, is running his announcements regularly, and I have
never before noticed such a general overhauling
of the newspapers by the public in its search for
whether it be bargains or not.

1.65%

were "daid," so that I might be

THE letters I X L, used as a headline, are no doubt excruciatingly funny, and the present day advertiser who resurrects them for advertising purposes is no end of a wag, but just the same, we think it's about time to give the ancient combination a rest.

CERTAIN newspapers have a neat trick now-a-days of incorporating with their own matter, in a semi-guise of originality, extracts from their exchanges. And this is how it is managed: Instead of introducing the borrowed matter with the customary allusion to its source, or of placing the name of the exchange at the end of it, the writer goes straight ahead with the story as though he had originated it himself, and some-

, half way through, rings in a reluctant, s the Bingtown *Herald*," which, nine times f ten, is never noticed.

a rule, this is done by contributors of :ly letters. I have seen two columns made lmost entirely of stolen matter, which was ided to pass as original, and in which credit given in just this misleading way.

'e have all heard of a white lie; isn't this it might be called a white steal?

Coal and Coke is the title of a new trade jourl, published weekly, in Pittsburg. It will obably devote itself

the burning quesns of the day.

THE Sacramento 'cord-Union reonds, as follows, to mose who want to know how to write for the press:

"Writers, as a rule, are evolved. This is

"The newspaper matter of the era, to command attention and enlist sympathy, is not of necessity the scholarly, the brilliant or the imaginative. It is not of the order of the essay or the sermon. It is not the product of what, for

want of a better term is styled 'genius,' It is

especially true of newspaper writers of all grades.

the result of cultivated faculties; of diligent and careful good reading; of the habit of thought; of intelligent observation, and very largely of patient apprenticeship to experience.

"The people who are to write for newspaper realers, and succeed, must think fearlessly and constantly.

"Writers are made, not born. Originality without some mental preparation is all hocus pocus.

"Thought, simplicity, clearness, conciseness,

vigor, truth are the demands for newspaper work, more than the graces of style and finish of diction, but which are not to be understood as non-essentials.

"This practical age of practical readers demands an eloquence of thought resident in words of vigor and simplicity, so harnessed together as to express truth and sound reasoning in the plainest, most forcible and impressive manner."

DUMMIES.

THE lay-figure or dummy is an almost indispensable adjunct, nowadays, in certain lines of business.

The dry goods and hair goods dealers, milliners and clothiers, could scarcely do without it in displaying their wares. Some of these figures are wonderful works of art and add greatly to the attraction of either window or show-room display.

In the window of a large Sixth avenue dry goods establishment there is a very charming dummy (of the inanimate variety), whose mission it is to support, upon her blonde head, the latest engaging thing in Parisian millinery. I've no doubt she is a good "saleslady," and that every woman who is tempted into buying the hat off of her head, imagines herself a similar vision of pink and white loveliness, every times she wears it.

If I was a dealer who required the use of dummies in my business, I would try to get the good looking variety. Some of the second-rate dummies are truly awful, and enough, I should think, to ruin the sale of any garment they wore.

I have in mind a large tailoring establishment which has five or six of these figures in one of its double windows; and anything more ghastly and forbidding, in the way of dummies, I have yet to see. Now some dummies, even if commonplace, have a ruddy, wholesome look, in their faces, that offsets, in some degree, their vulgarity; but these fellows I'm telling you about are pallid and unearthly beyond expression. Their ears are pale, their cheeks a dusty white and their lips colorless, while little tufts of whis-

kers and mustache, insecurely gummed into place, add to the disagreeable whole. It is no wonder that they are unable to stand straight—that they lurch forward at a distressing angle, suggestive of heavy seas and that sort of thing. If I was the proprietor of those dummies, I'd run a rail in front of them and hang out a placard, calling attention to my nice line of traveling goods—suitable for sea voyages, etc.

THE headless dummies used by the smaller stores, doing a sidewalk trade, always seem to me peculiarly human; and much like the people of the immediate neighborhood. Did you ever notice two or three of these specimens, arrayed in calico wrappers, their armless sleeves waving in the breeze and a well defined edge all about the skirt, showing the abrupt termination of the form beneath? How sociably they lean toward each other, and what an air of hilarity pervades the whole group when the wind is high. They throw out their arms to each other and sway dangerously to and fro, as though having no end of a good time. And how poor they look! Once I saw a dummy dressed in a waiter's outfit, and a mighty poor outfit it was; but he seemed to be enjoying himself immensely, with a lopsided lady in a gingham wrapper. I looked back and smiled at them, but they were too much absorbed in each other to notice me.

Some of the dummies used by hair dressers and milliners are very fine. They are no longer made after a stereotyped pattern, but show a wide variety of expression, form and coloring; I have even suspected occasionally that certain figures were meant to be portraits.

A PROMINENT tailoring establishment displays in its window a really excellent oil painting in which the artist has depicted the ever amusing scene of the countryman being fitted with a new coat by the typical Jew clothier. The bewildered jay stands before a glass, arrayed in a garment many sizes too large for him, the superfluous fulness being deftly held together in the back by the crafty dealer, while he assures his victim that "It fits like de paper on de vall." It is a very good advertising card.

ADVERTISING is not an outcome of modern necessity, but a very ancient practice. The British Museum possesses a collection of old Greek advertisements printed on leaden plates. The Egyptians were great advertisers. Papyrus leaves, over three thousand years old, have been found at Thebes describing runaway slaves and offering a reward for their capture, and at Pompeii ancient advertisements have been deciphered on the walls.

A WAGGISH reporter on the Washington Critic, when that paper lived and flourished, once inserted an advertisement in its want column to the effect that a capable boy was required in the office to spear cockroaches. It hardly seems possible that anyone could take such an adver-

tisement seriously, and yet, during the very next afternoon, a lanky youth appeared in the repertorial sanctum, as an applicant for the situation.

When questioned as to his ability and experience as a cockroach spearer, he confessed that he was a novice in the business, but earnestly assured his convulsed interlocutor that he could soon learn it. It is needless to say that the position remained unfilled, and that the *Critic* staff continued to spear its cockroaches, individually, with the paste brush.

SAYS the announcement of a St. Louis medical company, "Eternal Vigilance and Niggemann's Black Tonic are the price of good health." It strikes us that Niggemann is a very appropriate name for a maker of "Black Tonic."

NOTHING gives an advertisement a more disreputable look than the setting of it solid in pearl or lean agate. A great many people find such advertising hard to read, especially when poorly printed on cheap paper; and so many advertisements of the swindling class are set in that style that many people have insensibly come to associate solid, small type with humbuggery. Better shorten up the announcement so that it can be got into readable shape.—F. B. Mills.



"ALL AT SEA."

DUPLICATES OF ABOVE CUT \$1.25.





To.

Bicycle Manufacturers Sporting Goods Dealers General Advertisers

Leslie's Weekly

Sends abroad with the Yale Team its special photographer, Ir. Hemment, who will make pictures of the trip over, the team in training, and the final

Oxford=Yale Contest

Mr. Chas. H. Sherrill will furnish inter-

Each week an interesting article is published on "The Amateur Afield." All the great Shooting, Athletic, Yachting and Racing Events illustrated.

The Best Paper_

in which to advertise to reach the general public.

ARKELL WEEKLY CO.

110 Fifth Avenue

WILLIAM L. MILLER Mgr. Adv. Dept

NEW YORK

I Don't Care When, How or Where

You place your advertising so long as you don't waste your money and thereby become an enemy of advertising. Pick out a medium of character of known value, one that is interesting in every line, that makes every advertisement stand out like

A Sore Thumb

that is likely to be kept a long time, in fact "read and re-read until worn out," then your investment in space will be like betting on a sure thing.

It is easy to secure a medium such as described. Don't experiment in trying to find it, when a postal card to the undersigned



"The Man who don't want you to waste your money."

Will Bring You

the desired information.

WILLET F. COOK

Advertising Manager of "Judge"

110 Fifth Ave., New York Digitized by GOOGLE



The Peerless Vickery & Hill List

Has the strongest kind of a recommendation, in the following unsolicited testimonial, from a company who had a full-page advertisement in each of the April and May issues, and who has since contracted for 3,000 or more lines, to be used during the next twelve months:

OFFICE OF SEARS, ROEBUCK & Co., Minneapolis, Minn., 6/18/94.

MESSRS. VICKERY & HILL, Augusta, Me.

Gentlemen:—So much has been said about the wonderful drawing qualities of your List, that you probably could make no use of a testimonial from us, but we thought, after having given your List a thorough trial with a great variety of goods, including watches, fire-arms, musical instruments, buggies, harnesses, bicycles, sewing machines, etc., it might at least be interesting for you to know that the returns have been highly satisfactory on the entire line, and having, as we have, a thorough checking system, by which we know exactly the cost and results to a penny, we are able to say to you that your List stands in the front rank among the best advertising mediums in the country. If all concerns who advertise, or who may be contemplating advertising, were as well acquainted with the relative value of mediums, and the excellent value of yours, as we are from our experience, we know you would be unable to take care of one-half the business that would be offered you.

We believe the general custom among advertisers is to classify their advertising, that is, if they have agricultural implements to advertise, they employ agricultural papers; if they have live-stock to advertise, they employ stock papers, etc. We have every confidence that an advertiser who will use your medium once, as a trial, will find, as we have, that with your fifteen hundred thousand circulation, at your rate, he will reach the masses, which includes a bigger percentage of the buying public of the country, no matter what he may have to sell, at far less

money than through any classified mediums,

A better recommendation of our estimation of the value of your papers as advertising mediums than anything we can possibly write, is the fact that there is no paper published carrying more of our advertising than you are. If this letter will be of any service to you whatever, you have our permission to use it.

Yours respectfully,

(Signed.)

R. W. SEARS, President.

The Vickery & Hill Co, have just purchased the subscription lists of The Big Four and Good Fortune, of Jersey City, adding over a half million paid subscribers to their already enormous list.

Any information, as to rates or other matters will be cheerfully furnished by

THE VICKERY & HILL CO.

Augusta, Me.

Or C. E. ELLIS,

Special Representative,

517 Temple Court, New York





Our Train

of thoughts

'long the advertising line holds some ideas that may be of benefit to you.

Couple On

to our methods for a quick excursion to success, with never a reverse.

Send for some of our latest booklets pointing out smoothness of road and excellence of service—free.

Lord & Thomas

Conductors of Advertising

45 Randolph St., Chicago

12 Tribune Bldg., New York
Digitized by GOOGLE





Leads us to say

Wę Are Harpiŋφ

just now

On The Fact

That since the Reduction in Price from

\$5.00 to \$3.00

a year

The Forum

CIRCULATION

AND IS STILL INCREASING

It is prepared to prove a larger circulation than all the other reviews of original matter, published in America, combined.

The Forum Publishing Co.

Union Square, New York





The Official KING'S DAUGHTERS'

(Almost 400,000 members registered at this office.)



April 16, 1894.

"It has been the means of introducing our goods in hundreds of cities where we were not previously doing business."—From manufacturers of "Bon Ami," Mercantile Exchange Bldg., N. Y. Citv.

RATES, 30c. per Line-No Discount

MAY WE SEND YOU A

THE SILVER CROSS PUBLISHING CO.,

J. W. SCHERMERHORN & CO.

DEALERS IN KINDERGARTEN AND SCHOOL SUPPLIES

AND PUBLISHERS AND EOOKSELLERS

NO. 3 EAST 14TH ST., NEW YORK

May 16, 1894.

THE SILVER CROSS
PUBLISHING CO.

Gentlemen: We have used the "Silver Cross" since June, 1889, and es-teem it one of our best advertising mediums. Through it we reach in-

telligent women, Mothers, Teachers and others, from one end of the country to the other. Very truly yours,
J. W. SCHERMERHORN & CO.

158 W. 23d ST., N. Y. CITY

The American Farmer and Farm Mews NEW YORK CITY AND SPRINGFIELD, OHIO.

This model farm paper has a guaranteed average paid circulation of more than 165,000 among the most progressive farmers of America.

It will not accept any "fake" or "off" advertising under any circumstances at any price; but, on the contrary, guarantees the reliability of every advertiser using its columns.

Its yearly advertising rate is about ONE CENT for ONE INCH in every 200 COPIES going direct to PAID SUBSCRIBERS during the year.

If you desire a low advertising rate; a model constituency of readers; and fair, square treatment all round, you will

come in with us.

Eastern Office: 193 World Building, New York City.

GEO. S. BECK, Eastern Manager.

ERTISING ART

FROM THE COMMENCEMENT

Vols. I. and II., March, 1890, to Feb., 1891, containing 258 pages III. and IV., V. and VI., 1891, to " 1892, 1892, to " 1893, 306 1892,

Marking a steady growth and every page full of interest and suggestion to the Advertiser. Handsomely bound in cloth. Price \$2.00 a volume.

SOMETHING NEW Saranac Lake

The Adirondack News of Comething New





LEND A HAND.

That is what I can do for you if you wish to improve your advertising.

Send for my catalogue of over two hundred outline designs suitable for newspaper, magazine, and other advertising.

H. C. BROWN, 80 Fifth Ave., N. Y. City.

Digitized by Google



THE COSMOPOLITAN

Is rapidly nearing its extreme limit of 100 pages of display advertising

When 100 pages are filled, all additional contrac s must be put on the waiting list until an advertiser chooses to drop out.

A Six Years' Record of the Editions of THE COS-MOPOLITAN Magazine:

THE PROMISE		THE FULFILMENT	
PER PAGE		COPIES	COPIES
1889. At \$60 (to average every month at least	while the actual average was	25,833
1889. At \$100	we promised to average every month at least	- 50,000 - while the actual average was	52,916
1891. At \$125-	to average every month at least	- 60,000 - while the actual average was	74,750
1892. At \$200	we promised to average every month at least	- 75,000 - while the actual average was	101,888
1893. At \$200	we promised to average every month at least	-100,000 while the actual average was	149,500
1894. At \$300 {	we promised to average every month at least	the actual average for Jan., Feb., Mch.&April has been	215,000

T will be noticed that this table constitutes a very curious exhibit. When the circulation of THE COSMOPOLITAN was guaranteed to be 20,000 copies, the price for page was 800, and that was considered to be quite reasonable, and but few objections were made to the figure asked. In the same ratio, the edition for April would call for a price of 8708 per page, yet our present figure is but \$300, or three-sevenths of the price that was formerly considered reasonable.

THE UNION GOSPEL NEWS

CLEVELAND, OHIO

Largest circulation of any religious paper in the United States.

156,540 paid-in-advance subscribers.

Undenominational and reaches the homes direct.

The best advertising medium in the country.

Dodd's Advertising Agency, Boston,

Send for Estimate.

RELIABLE DEALING. CAREFUL SERVICE.

Send to us for prices of

Electrotypes

All Cuts in Art in Advertising are for Sale

Art in Advertising Co.

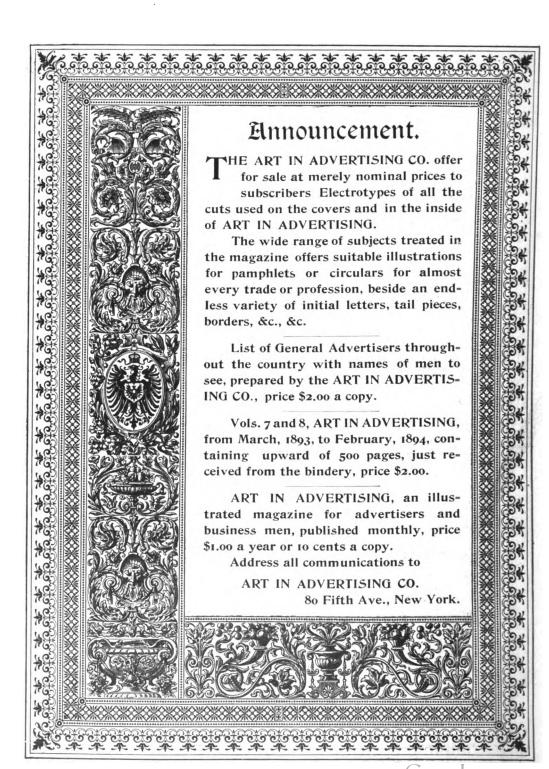
Get Solid in a Town if You Want its Trade. You Build Upon the Rock in Using

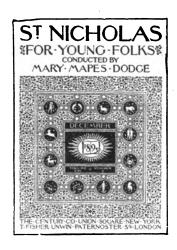


"The Gunning System"

Glad to tell you all its points— Drop us a line Executive Offices CHICAGO

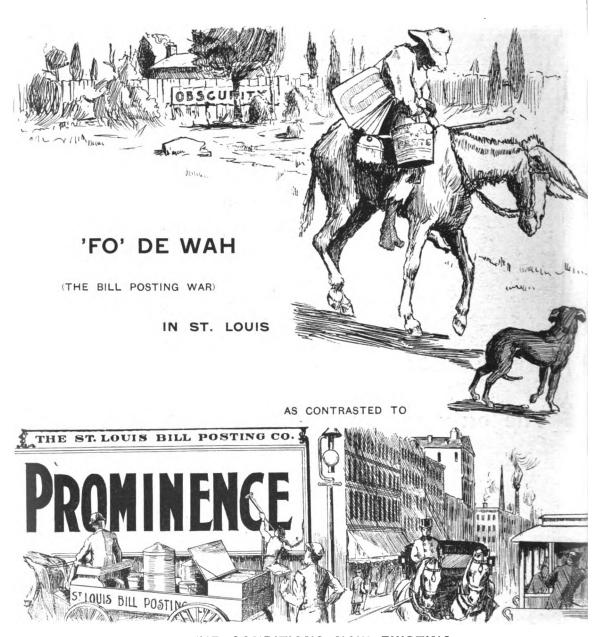
THE R. J. GUNNING COMPANY OUT





The only magazine of its class

The record for the past six months shows a very decided gain in sales, in the subscriptions and advertisements



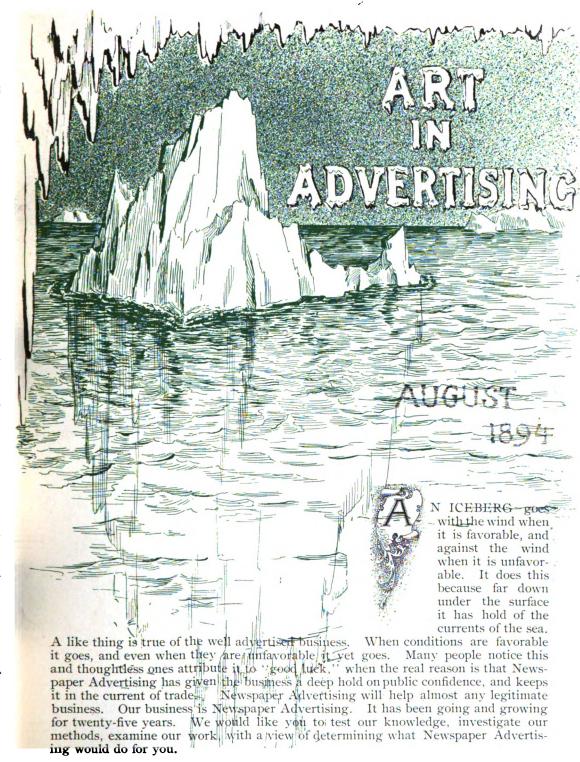
THE CONDITIONS NOW EXISTING

Since the march of progress and the efforts of the St. Louis Bill Posting Company have made possible First-Class Bill Posting in St. Louis.

The service of THE ST. LOUIS BILL POSTING COMPANY has been established to fill the requirements of progressive advertisers who "boom" important markets with paper, and who have experienced the need in St. Louis of efficient, reliable service.

St. Louis is undoubtedly a most important market, and in considering the problem of impressing its more than half million population with a "boom" or "stirring up," investigate the service of the St. Louis Bill Posting Company—if your product and your business are such as render good bill posting profitable. The liberal investment of capital, the employment of the most competent help, the construction of superior boardings, the renting of the most central sites, and a superior system of doing business, has made the St. Louis Bill Posting Company a most welcome institution to commercial advertisers who post bills. It is only by the use of this service that an effective, forcible, result-bringing showing can be obtained for paper in St. Louis. AND LOWEST CONTRACT RATES PREVAIL.

Write for an exact statement of the points of advantage at which we can display your paper



N. W. AYER & SON, Newspaper Advertising Agents, Philadelphia

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For rates address—

JOS. J. DE LONG

89 Tribune Building

New York



E talked about the state of trade with most intense avidity,

And fumed about the tariff with an energy immense;

He wondered why the Senate couldn't work with more rapidity,

And swore about its slowness with an earnest eloquence.

E sneered at other bouses, and declared they lacked ability,

And criticised their methods while he whittled on a stick.

He said be could do better with one-third of their facility,

And intimated plainly that some people made bim sick.

UT while he spouted figures with much mental elasticity,

And loafed about and cussed around the best part of the day,

And blamed the general government for the present infelicity,

The other fellows hustled 'round and got his trade away.

Tom Masson.

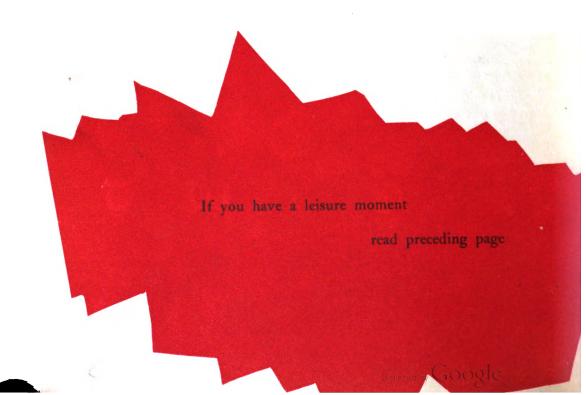
For duplicate copy and chart indicating the connection between the above and the desirability of ordering your printing from THE WINTHROP PRESS address (without stamp)

JOHN H. EGGERS, Manager

32-34 Lafayette Place, New York



The Winthrop Press Mew York





Entered at the Post Office at New York as second-class matter.

VOL. IX.

AUGUST, 1894.

No. 6.

Published by The Art in Advertising Co. 80 Fifth Avenue, New York.

CHICAGO OFFICE, NEW YORK LIFE INSURANCE BUILDING.

H. C. Brown, President.

E. L. Sylvester, Editor.

ISSUED ON THE FIFTH OF EVERY MONTH.
ONE DOLLAR A YEAR IN ADVANCE.

THE EARNING CAPACITY.

GREAT factor to be considered at present in the discussion of advertising plans is the reduced earning capacity per capita in 1894 as compared with 1892, and even of 1893. Although the panic is now eighteen months old it really did not reach the small merchant much before the beginning of the present year. This is demonstrable in various ways, but, for our own purpose, it is only necessary to compare advertising returns this spring with those of last. What they will be this Fall is an undecided question, and it is to a consideration of these factors which govern the situation that we now invite the reader's attention.

THE weekly earning capacity per capita of the community, compiled as near as we can from the statistics now at our command, show the following averages for the past three years:

1892. 1893. 1894. \$15.08 \$13.20 \$10.65 (first half).

Analyzing these figures, we find, therefore, First, that the diminution in earnings in 1893, the first year of depression, is less than in 1894, and the difference is considerable. It must be borne in mind, however, that the decline in '93 did not

commence till the fifth month of that year. If 1894 had had a normal average for practically six months, as '93 had, the discrepancy would not appear so startling, But as the case now stands the decrease in '93, as compared with '92, is about .1205 per cent.; while '94, as compared with '93, shows nearly 20 per cent. (.1980), making a total decrease per capita during the past nineteen months of nearly 30 per cent. Consequently, while advertising is still effective, it must be pursued under a policy altered to suit the changed conditions,

TAKING these figures as a basis, therefore, we now approach another phase of the question. The enormous shrinkage in values of every kind has naturally expanded the purchasing power of the decreased amount available in 1894 to the wage earner. Thus clothing, provisions and commodities of all kinds are cheaper by percentages ranging from 20 to 25 and in some instances 33 1-3 per cent., while wages on the whole remain unaltered. changes in wages have occurred the average reduction has been but 10 per cent. These have taken place only in great establishments employing 5,000 to 6,000 men. Among the great army of small manufacturers, tradesmen, etc., wages of employees remain as they were, notwithstanding that the proprietor's profits have been seriously curtailed if not wholly diminished. The great difference in the earning capacity arises from the large number of unemployed. So that while those who have had the good fortune to enjoy steady employment, the number of their less fortunate brethren is so great that in calculating the possible returns from an advertisement we must calculate only on the money available per capita in order to average the possible customer with any degree of accuracy.

THE earning capacity of a community must of necessity control the spending capacity. They are, in fact, controvertible terms. therefore, that the former is reduced, let us consider not alone the material side of the case, but also the temper of the people under the changed conditions-for sentiment can never be wholly omitted from business. And one of the sentimental conditions which has a deterrent effect is the universal disposition to economize. Now economy, while admittedly a virtue on general principles, is capable of abuse just the same as any other function when carried to excess. But this must be taken into account by the advertiser in his calculations. It is practised in many instances with unnecessary severity just now, and is actually a hindrance to renewed activity. It diminishes to that extent the power of the earning capacity.

WHATEVER sum of money you have decided to spend will be all right this fall if you get the same equivalent for it as before. The danger lies in paying the rates in effect in 1892-93 and getting the circulations of 1894. From data in our possession, gathered by communication with the newsdealers, we have undisputable evidence that the decline in circulations varies from 15 to 271/2 per cent. all around. We are speaking now in a general way. Here and there a periodical has forged to the front; a newspaper has picked up as a result of some particular bit of enterprise, but, as a whole, the publishing business has suffered in common with all the rest.

WITH a decline in circulation, therefore, the same rate means practically an advance in price. So slight a thing as this, in view of all the circumstances, can easily turn your results from a profit to a loss. In the case of an appropriation amounting to \$20,000, the loss of circulation is startling, for even so small a sum as that at the old rates will pay for a good many hundred

thousand papers that never find their way to the light of day, and on which the advertiser is depending for his returns. On no other hypothesis can we account for the distressing results of last spring's advertising. time being, no comparison with former seasons is practical. Conditions are so radically altered that it is unsafe to be guided by any experience with the past. But the same principle concerning advertising still holds good-that it is profitable if wisely conducted.

How then to conduct it with a special view to this fall's business becomes of absorbing interest. The larger mediums, doubtless, are averse to reducing rates, on the principle that they can better afford to lose the present business than jeopardize their position by any show of weakness. And yet is there any good reason to suppose that they alone are exempt from the present depression? If their circulations have declined 10, 20 or 30 per cent, cannot they afford to reduce their rates correspondingly and yet maintain their prestige?

EXPERIENCE shows that an advertisement of almost any size judiciously planned, skillfully executed and properly placed will bring returns. It has recently been demonstrated that very large advertisements do not at present bring results in comparison with former seasons. There seems to be a limit to the size of an advertisement beyond which it is not profitable to go. A space 31/2 deep by 41/4 wide (double column) is likely at present to be the largest ad, in the paper and will be for some time to come. So, if you are contemplating a plunge, you will have longer staying powers if you go it slowly. This size is sufficiently large to be extremely prominent these times, and, in fact, is not easily overlooked at the best of seasons. A smaller space in a larger list of mediums is the verdict we receive in reply to our questions, as against larger space in fewer mediums.

As to the immediate future we have no reason to be dismayed, nor, on the other hand, can we hold out any tangible evidence of improvement. At the same time it must be remembered that we are writing at a period when there is never

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anything doing even in normal times. It is now the last week in July. We are between hay and grass, yet a careful, painstaking investigation reveals the following, which we venture as a forecast:

Nothing can be done till the labor market is more evenly employed. There is work for many more than are now occupied, but at a reduced price, which the unions strenuously oppose. How long it will be till the laboring man decides that \$2.50 instead of \$3.50 is better than nothing remains to be seen. Plenty of men are willing to work at the best price the market affords, but they run the risk of bodily injury and social contumely. They are also cursed with leaders who ought to be in jail. These men exert a powerful influence, yet the past few months are demonstrating that lower wages are not only all that is possible, but that the temper of the men has changed, and strikes have consequently met with failure upon failure.

ANOTHER important factor in the labor world is the practical cessation of emigration and the largely increased immigration consequent upon the \$10 fare to Europe. Both these incidents point to an early solution of labor troubles. The efflux will naturally tend to the decrease of labor and arrest the decline in wages.

It is unfortunate that no accurate statistics of the unemployed are kept in the United States as in England. In the latter country the proportion of unemployed had declined from 60 per cent. in January to about 26 per cent. in July. What the figures are in the United States cannot even be surmised. We do not think from the best information at our command that we can show so much improvement as in England. We have, however, sent out inquiries, the results of which we shall announce in our next issue. That the improvement within the past few months has been great admits of no question. We do not, of course, include in this the men who were out temporarily, like the Pullmans. We refer to the mills, furnaces, etc., which have been closed for more than six months and have been reopened. The resumption has been far more general than is supposed, but we regret our inability to give exact figures. We shall thank anyone who can, by his connection with the labor world, help us in this point, as it will afford valuable suggestions for the proper expenditure of advertising appropriations. Such communications are always welcome. With the beginning of the fall season we hope to make ART IN ADVERTISING a practical necessity to all in the business, and we invite the cooperation of all our readers to that end,

RANDOM NOTES.

T is pretty safe to wager that the question most frequently asked by the traveling small boy during the past few weeks has been, "Papa, is this a Pullman car?"

WE ask subscriptions to this journal, which costs but \$1 per year. Beginning with September we shall, in accordance with our custom during the subscription season, mail a large number of sample copies to a list of selected advertisers. Persons who will compare this periodical with the others issued in the same field will readily understand why it is that we cannot afford to send it out deadhead or on an exchange basis.

Special announcement of our fall attractions will shortly be issued, and we hope to give the best dollar's worth we have yet been able to offer.

WE hear the Forum is going to raise its rates.

If we may be allowed to repeat Punch's famous advice to the young man about to marry we would say Don't.

A WELL-KNOWN druggist gives coupons with soda water, the attraction offered being a gold watch. This looks like putting a premium on dyspepsia.

A Washington shoe dealer has recently held a sort of photographic baby show. The pictures of the competitors were displayed in his windows and attracted a good deal of attention—especially as the three prizes offered were really worth while.

An indignant patron of the Boston Public Library has addressed the following complaint to the trustees of that institution:

"I think their is too meny Rules altwogather

in this plaice i am goin to see Mike Fallon He is counselman from our ward about you fellers. you has fat snaps aint you the next man that tells me to put on my coat I'll break his face.

Yours in health,

M. R."

THERE is no getting away entirely from that awful "Facial Soap" phiz. Not long since I stood upon a lonely stretch of sand beside the sea, far from the haunts of man, and with my thoughts, for the nonce, equally far from advertising matters—when, Lo! a bit of paper came cavorting along from nowhere and landed at my feet. I turned it over with my toe and disclosed the chin and moustache—all that was left—of the irrepressible soap man. It made me tired.

A CORRESPONDENT sends us the following "pome," which he says was sent to him for publication in connection with a marriage notice, the contracting parties and presumably the poet being colored people:

In the midst of harvest, on the 16th of June,
A father and his daughter arrived to View the

The day it was rainy, the clouds hung thick and heavy,

But happiness prevailed all through the Country.

The bride and groom were in silk, satin and apparel,

And they are the happiest couple in the whole wourld

The colors that was worn was black, red, white and blue.

And with many happy faces they gathered around the two.

I hope they will live a very happy life.

O, may she make an industrious an explary wife.

We wish the happy pair all feticity can be given, And O, may they at last find a home high up in heaven. L. E. C.

I BEGIN to think the weather is a good deal like Jerome K. Jerome's tea kettle. It misbehaves out of pure cussedness—simply because it is watched. Let it alone; stop noticing it; turn your attention to something else and perhaps the mercury will get tired of being so funny and graciously slump down to breathing point.

As a rule every man thinks that his own particular line of business suffers more seriously during a dull season than does that of any other man. I have even known an ice dealer to complain of poor business, right in the midst of August, with a plentiful crop of ice on hand and the mercury bucking around in the nineties. But, of course, nobody pays any attention to what an ice dealer says.

It has occurred to me recently that, next to myself, the man who has the best right to growl over hard times is the proprietor of an animal There's a dealer in Washington who keeps a stock of this unpleasant variety and who includes among his treasures a large boa constrictor. Times have been hard even for Washington, and people didn't want boa constrictors and white mice and things at any price. The proprietor of the establishment and the boa constrictor put their heads together and thought it all over, and finally, between them, concocted a scheme which has been the means of drawing crowds to their place ever since. The boa volunteered to go through the motions of an escape to the Potomac flats, by way of the sewers. The thrilling details of his disappearance were published in the papers and the small boy of Washington wrought up to an unprecedented pitch of excitement. Whether the big snake was really carted over to the flats and brought back again, or whether he reposed in blissful torpor in the cellar or under the counter, I don't know, but after much newspaper talk and a gratifying amount of free advertising his constrictorship was "found" and returned without damage. He was promptly allowed to put himself outside of a poor little bunny or two and has since then been the attraction of the avenue. This is advertising with a vengeance.

If a design is used on your business stationery don't have it too heavy and elaborate, covering nearly half the sheet of paper and the larger part of the envelope. A smaller and lighter design is in much better taste and more effective.





PLEASANT FOR THE GUEST.

MAMMA (to Miss Smith, warningly): Be careful, my dear; little pitchers have big ears.

ETHEL: That's what Miss Smith said to me, mamma.

MAMMA: Is it, dear?

ETHEL: Yes'm; when I told her what you said to papa 'bout her stayin' here so long.

A GOOD many retail houses, especially milliners and fancy goods dealers, have their advertisements printed on each side of the paper bags used for "doing" up goods. The customer, after leaving the store, observes the conspicuous sign she is carrying about and modestly reverses the package, in order to hide the letters. To her annoyance she finds the other side is also printed, and that she has no choice, for the time being, but to act as a walking advertisement for that particular house. A first-class establishment doesn't do this sort of thing.



THE moment a man begins to advertise any article on an extensive scale a small army of imitators springs into existence as though by magic, and the market is flooded with articles calculated to receive the benefit of his money, enterprise and originality.

That all of these articles are worthless imitations can scarcely be asserted, but the manner in which they are brought out is rather contemptible, and in purchasing it is wise to give the legitimately advertised commodity first choice.

Any man, of course, has a right to produce a good article, to put it on the market and to advertise it. Other men may be advertising similar articles and usually are, but fair and square competition is a thing that can't be objected to, and should not be confused with the unscrupulous and all too obvious methods of the mere imitator. The latter has neither the brain to invent nor the money to advertise an article; he can but keep his eyes open and look out for an opportunity to profit by the outlay of some smarter man.

One has only to look about him to see dozens of instances of this sort of "enterprise." With

the wide advertising of one or two Pepsin Chewing Gums, a host of pepsin gums have appeared, the makers of which need not advertise, because they know that their article will be sold on the strength of another man's announcements. Another instance that is fresh in mind is the late deluge of "Bread Knives" which has overwhelmed the country. A company began to advertise very extensively a peculiarly shaped bread knife-an article of genuine merit-and within six months the public was confronted upon every hand with "Bread Knives." Bread knives with crooked handles and straight blades; bread knives with straight handles and crooked blades; short and long bread knives; wide and narrow bread knives; bread knives with sharp teeth, and bread knives with no peculiarity at all except their claim to being knives of any kind. There was simply an epidemic of bread knives-just as though the public had awakened suddenly to the realization that its bread needed cutting and was clamoring for something to do it with, and yet not one of these articles was advertised. The men who put them on the market expected to sell their goods through another man's advertising. An article of merit was being brought to the public's attention, and part of this public might be persuaded to purchase something else in its place.

There are many other instances which might be cited to illustrate my point, but my space is limited and I want to mention another way in which the advertiser is sometimes compelled to advertise another man's business.

I know of several stores whose proprietors never invest a cent for advertising purposes, but who depend very largely upon the announcements of some more enterprising firm in their immediate neighborhood.

The advertised store brings custom to every establishment within a radius of two or three blocks. Shoppers have their attention called to that particular locality by one man's advertising, and then, likely as not, distribute their patronage over the entire neighborhood.

Occasionally unscrupulous storekeepers will adopt a name for their establishment similar to that of an advertised firm in their neighborhood, so that shoppers of the unthinking variety frequently get into the wrong place by mistake. As an instance of this sort of deception I know

of a large fancy goods house which advertises itself very thoroughly through the city press. It is known as "King's Palace," and enjoys a large patronage. On the block below it a smaller dealer has, with admirable cheek, hung out signs similar in shape, size and style to those of his successful competitor, and with only the difference that he dubs his establishment "King's Place." How many people wander into King's Place under the impression that they are in King's Palace would be hard to estimate.

I no not refer to this subject from the point of view of the substitution evil (a "substitute" may possess merits of its own for all I know, but personally I always get what I ask for),

I wished only to call attention to the practice, becoming so common, of a dozen men planning deliberately to profit by one man's advertising. These fellows are parasites, and should be discouraged.

THE French press is at once the brightest, the most interesting and the most literary press in the world-a leisurely press, which does not live at fever heat, and which relies more upon the ability of its writers than on the obtainment of news, treating its public en famille, discreet in the matter of domestic scandals, polite to authors and composers; in fine, a press which has learned so well the art of exciting interest that it invests even the dullest of parliamentary debates with a literary garb which conveys to the reader all the information he is likely to need, and is in itself a model of witty condensation. The French press is artistic in all its methods, and whether the French journalist is writing a theatrical criticism or inditing a paragraph of current news his hand has always a delicacy of touch for which French journalism appears to possess a special secret. A journal of the verve and good humor of the Figuro is without its equal in the press of the world.

The favorite writers of the Paris press are almost as popular with the Parisian public as the heroes of the open-air concerts, which is saying a great deal. Their persons and their styles are known familiarly, and an article by one of them is a Parisian event to be discussed at the breakfast table. The name of journalist,

however, is in considerable disfavor in Parisian society because it is generally associated with certain questionable processes of turning to profit the power of the pen's publicity, while writers who devote themselves to special subjects enjoy a much higher reputation. The French require that all things should have a personal stamp, and the few anonymous journals which exist are not extremely popular. The French reader is fond of opening his journal to ascertain, not so much what it has to say on a particular event as how a popular writer has treated it. The argument ad personam is always sought.

But there is a reverse side to the medal. The little print commonly known as the feuille de chou is the pest of French journalism. It is this section of the press which feeds the fire of false reports and accusations, which denounces without proof and lies without shame. It is unprincipled and disreputable, and has largely contributed to lower the journalistic profession in the eyes of the public; it is also a fruitful source of duels. There is but one thing in its favor-the journals which compose it make some slight amends by their brightness, while their cleverness of invention and the bellicose nature of their patriotism often raise a smile on the lips of those who most disapprove of their manners. - From the Fortnightly Review.

Don't send out trashy souvenirs to your patrons. If you give anything away let it be something that the recipient will care to keep, If you are persuaded that the free distribution of a notebook will benefit you see that the book is in good taste and of a good quality. The chances are that it will be appreciated, kept and used, and not be handed over to the office boy or put into the waste basket. If your souvenir takes the form of a penholder or pencil, better let it be a plain, everyday, wooden affair than an absurd thing made of cheap metal, which no one but a very small boy would think of carrying in his pocket. It is the same with other things. Let your advertising souvenir be really worth possessing, or it will do you no good. A trivial, clap-trappy article of this kind finds no favor in the eyes of business men and attracts no attention whatever.

At the end of the last chapter in a certain paper-backed edition of works of fiction the following paragraph is added:

ANOTHER CHAPTER

Might be added to this book, but there is not room. (Here the reader has an uncomfortable feeling that he has been deprived of part of the story and resolves hastily to purchase no more cheap literature, but, reading on, finds his fears relieved by the ensuing lines):

We have only just space enough to say that if you are weak, tired, worn out, suffering with sick headache or dyspepsia, Smith's Sarsaparilla is just what you need, etc., etc.

THE BILL-POSTERS' CONVENTION.

THE Bill-Posters' Convention assembled in the Continental Hotel, Philadelphia, July 11th. When the roll was called there were found to be present representatives from thirtyfive of the largest cities of the country. They were in session three days, and during that time much important business was transacted. A scale of prices was fixed, and they all agreed to stand by the same under heavy penalty. Should any of them be found transgressing they will be entirely cut off from the privileges of the association, and no one will be recognized who has dealings with them. The association aims to protect itself and through this means also to protect their customers who place their advertising in their hands.

Mr. C. S. Houghtaling was very much in evi-

dence during the meeting, and was made national solicitor for the association.

The following executive committee was appointed: Ed. A. Stahlbrodt, Rochester, N. Y.; A. B. Hudson, Kansas City, Mo.; Al. Bryan, Cleveland, Ohio, and C. S. Houghtaling, New York, general contracting agent. The officers for 1894-5 are: President, R. C. Campbell, Chicago, Ill.; vice-president, E. T. Heverin, Louisville, Ky.; secretary, J. Ballard Carroll, Albany, N. Y.; treasurer, J. F. O'Mealia, Jersey City, N. J.

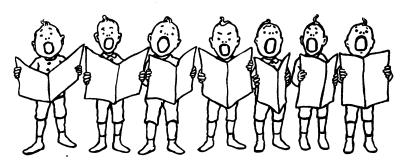
This is a good time to mind your P's and Q's and incidentally your X's and V's.

Who knows but the nine hundred commonwealers now starving in Washington may yet suffer the ignominy of becoming sandwich men?

"INDUSTRIALS" they are called, and a look at their condition in camp suggests that the first two syllables of the word are singularly appropriate.

"SARATOGA WATER, 5 CTS. A QUENCH," is the sign hung out by a summer resort fakir.

RUDYARD KIPLING refers to a certain "down East" section of this country as the "Great Pie Belt." And now all the funny paragraphists are trying to say something about the "upper crust," or about Kipling's not "mincing" matters, or something like that.



A SING-ULAR PROCEEDING.

DUPLICATES OF THE ABOVE CUT, 75 CENTS.



(WITH LIMITATIONS.)

Ob Bettie's accomplished in Latin and Greek.

In Spanish, Italian and Dutch;
Both German and French she can fluently
speak.

Takes lessons in Russian three days in the week,

And dabbles in Dersian and such.

Ten=syllabled words, that my spirits de= press.

She pronounces with infinite ease; And yet, it is strange, I am bound to confess,

When I ask ber to give me a plain Englisb "yes,"

Sbe tells me sbe "can't"—if you please!
—E. L. S.

THE BUSINESS WOMAN.

THE following, anent women in business, is quoted from a recent editorial in the Argonaut. There is hardly a masculine calling which women are not now trying. In law, medicine and divinity they are conspicuous; it may be a surprise to readers to hear that women are successfully carrying on business in the East as horse trainers and horseshoers, paper

hangers, blacksmiths and railroad engineers. These are, of course, exceptional cases. Both in London and in New York ladies who have been in society are conducting millinery establishments, which is in their natural line; but lately they have developed as buyers and drummers for wholesale dry goods houses. The employers say that they are more reliable, and

in questions of taste their eye is quicker and surer. Some of the large dry goods houses have a staff of women on the road who command high salaries.

A new vocation for women was discovered a few years ago, when the male glass cutters in the Tiffany Glass Works struck. Sixteen young women from the Cooper Union and the School of Design were offered places and taught how to copy a cartoon in pieces of glass. They succeeded so well that they are now turning out the finest stained-glass windows, and many of them are designing the cartoons as well. They beat men in copying draperies and flowers, their natural taste being a great help. Other girls are at work in potteries, where, again, if they possess an artistic eye, their sex should not stand in the way of their reaching the highest rank. One of the largest dealers in high-priced china in New York says that if women will take the pains to learn the technicalities of the business there is no reason why they should not compete on equal terms with men. Art. in every branch, is a natural field for women. One of the most successful photographers in London is a woman; every leader of society goes to her as a matter of course.

REFERENCE is further made to the number of women in Boston who have become the successful managers of advertising agencies, to those in England who earn fine incomes by acting as guides to traveling parties, and to others who tune pianos or pose as models. In fact it is asserted that there are to-day three hundred and fifty-four distinct vocations open to women, against the dozen or so of a few years ago.

ALTHOUGH, generally speaking, the business woman has long since become a most prosaic factor in the business world, there is still a large majority of the public to whom, in some of her vocations, she is a mysterious and unusual being. Take the woman drummer, for instance. How much of a novelty she is to most people. The idea of a woman flying around over the country, with sample cases in her wake and an order book in her pocket, seems preposterous. Still the few who have tried it have succeeded and seem to enjoy it and I doubt not that their allowance for extras, on the expense

account, is considerably less than that of their brother drummers. (Or do ice-cream and chewing gum take the place of drinks and cigars with them?)

I know a bright, young woman, not more than four feet six in height, who travels for a hard ware firm and makes a specialty of selling stepladders. She is an excellent salesman, and consequently quite solid in the good graces of the company.

ONE hard-working woman in New York earns her living, at least in part, as a book broker. Her specialty is Americana, and by an industrious study of catalogues, a laborious inspection of old books, maps, and a sharp outlook upon the needs of libraries and other book buyers, she is able to buy and sell many valuable books in the course of a year.

THE business card of a young Boston woman bears, in addition to her name, the words, "Genealogist and Searcher of Records." This is an occupation which has but few followers, but which is said to be both interesting and profitable.

THERE is a popular theory, which ought to have been exploded long ago, to the effect that a woman depends very largely for her success in business upon her good looks and ability to dress well. This is pure moonshine. A pleasing address is a help to anyone, either man or woman, but it is not everything by a large majority. The most important factor in the achievement of business success is ability.

In engaging help of any kind men want the best possible service to be obtained for the money and are not prone to consider as of serious consequence, in such a bargain, a woman's claims to beauty. Business is business the world over.

A VERY handsome book is that issued by the Palmer-Willock Manufacturing Company of Brooklyn, N. Y., in the interest of their sample cards of ready-mixed paints, coach and car colors, wood stains, graining colors, etc. The book is a happy combination of good taste and practicability, and shows that this company understands its business very thoroughly.

END OF A GREAT HOUSE.

E clip the following announcement from the columns of the Boston Transcript:

It was announced at Augusta, Me., yesterday that the publishing house of E. C. Allen & Co. in that city would suspend business on July 31 for an indefinite period. A. W. Whitney, the manager of the concern, said, in explanation of this move, that it was made necessary by the business depression which has continued for more than eighteen months and which has seriously affected many of the houses doing business with Allen & Co., so that collections are in many cases impossible.

It is now almost twenty-six years since E. C. Allen returned from a short sojourn in the West, whither he had gone to seek his fortune, and established what soon after became one of the biggest money-making ventures in the capital of the Pine Tree State. Allen was a man of uncommon native shrewdness, and during his early business career adopted methods that occasionally met with severe criticism. He is stated to have cleared a handsome fortune on the simple scheme of selling county rights for a patent fire proof paint, which he sold to the country jays at \$1.00 per county right. It cost him nothing but the advertising, which Mr. Rowell declined to put out unless the cash was paid in advance. On receipt of a dollar a printed formula for mixing the paint was forwarded. Each man who sent his dollar was supposed to own the county rights, but the more suckers to the acre in the county the bigger the crop for Allen and Rowell. It was a great scheme for these two worthies, and they set up a mutual admiration society which continued till the day of Allen's death. "Egad!" said Allen, when Rowell started his latest freak, "this is the greatest sheet on earth. It is the little humbug of advertising." And Rowell was so immensely tickled with such praise from such a quarter that he immediately awarded Allen a prize of \$1,000, payable in space. Allen then built a great big building and embarked in another scheme, which would have landed him in bankruptcy but for the providential interference of the Boston fire. He advertised some chromos for sale at a price which was less than a fraction of their

cost. When he discovered his fatal blunder and was called upon to deliver the chromos he crawled out of his bargain on the plea that all his stock had been lost in the Boston fire. He was the first man to introduce the free crayon portrait fake, in which the contract is so neatly worded that nothing is said about the frame. When the victim applies for his portrait he finds that he will have to pay a price for the frame that would make any frame maker rich beyond the dreams of avarice in about thirty days, even in these hard times.

Early in his career Mr. Allen had the good fortune to have in his employ a manager by the name of True. Many of his advertisements some years ago were marked "Address True & Co., Portland, Me." From all accounts True was a most extraordinary man in point of detail arrangements. Allen plotted the schemes and True carried them out. He was indispensable to Allen. He was well treated, well paid and satisfied, and the combination made money rapidly. One summer True went on a vacation -black bass fishing in one of the lakes. His canoe was found upturned on the beach, and his body drifted ashore a few days later. The cause of this strange accident was never ascer-True was supposed to be a skillful boatman, an expert sailor, and a good swimmer. It was at first supposed to be a case of suicide, but nothing ever developed to substantiate the theory, and all the evidence, such as it was, pointed to an unfortunate accident. The loss of True proved irreparable. No one could ever be found to fill his place in the remotest degree. Of late years the concern has been managed by Mr. Whitney assisted by a Mr. Lovejoy. Whatever the cause, certain it is that between the two only a few short months elapsed before the business showed symptoms of dry rot. Whitney is not altogether a dullard; he had brains enough to marry Miss Allen, who had fallen heir to the business and to a large part of the private estate of her brother. Being of a conservative nature, he doubtless concluded that a bird in the hand is worth two in the bush, and wisely concluded not to venture any of the fortune already made in a business which he was satisfied was no longer profitable.

The establishment of Comfort marked the beginning of the end. Allen's fake methods had become so thoroughly recognized that the public refused to be further gulled, and business from reputable parties came slowly. By an exhibition of enterprise and audacity rarely paralleled in the publishing business, W. H. Gannett, the new publisher, began to build up a paper that at once arrested attention throughout the country. In no manner did he imitate the methods of his predecessor. His paper, instead of being made up of clippings and foreign electrotypes, contained only original sketches and copyrighted features throughout. He had realized that, with the great spread in the daily press, the patent insides and the general spread of intelligence, that the country reader was no longer satisfied with re-hashed matter and stale cuts. Although the expense was prodigious, and to many critics unwise, he persisted in getting out a paper at an expense immeasurably greater than anything ever contemplated by his competitors. This found ready response throughout the country, and at the marvelously low price it quickly found an enormous circulation. Its average edition is over one million copies, which is said to be the largest circulation accorded to any publication in the United States. It is possibly exceeded by La Petite Journal in Paris, but with that one exception it is the largest in the world. It is a cheap, family paper for the middle classes, and is conducted in a legitimate, businesslike manner. Had Mr. Allen lived there is no question but that there would have been the fiercest rivalry between his papers and Comfort that ever existed in the publishing business. At the time of his death he had returned with the determination to carry the war into Africa. With his immense resources and experience it would have been a battle of the giants, but with Allen out of the way Comfort had nothing but a walk-over. Thus ends a singular chapter in the career of American publishing. The day of the Augusta fakir has passed.

It is not at all likely that any other publication can thrive on the methods pursued by Allen. The standard of intelligence, to begin with, is higher and the laws more stringent. It should also be a lesson to those persons who are constantly gazing on the success of *Comfort* and saying how easy it would be to make money out of such a cheap paper. The endless amount of detail, an intimate knowledge of the business and a thousand other things that are used for premiums and other subscription inducing features would be found a greater task than is apparent at a first glance. Comfort has the field now, and occupies it alone, and the publisher will undoubtedly reap the reward of his enterprise, his sagacity and his ability. Mr. Gannett never had any connection with Allen's concern, and was never in the slightest manner identified with his establishment. He was a rank outsider, so to speak, with ideas of his own.

The other Augusta house which is now prominent, and which seems destined to be more so, is the firm of Vickery & Hill. This house is an offshoot of Allen's, and was modeled somewhat on the Allen plan. Within the past year, however, there is every evidence of a wonderful change in the management. The company is now managed by Dr. Hill, who is the son-inlaw of Mr. Vickery. Dr. Hill was last year the victim of a very sad domestic affliction. This event, which deprived Dr. Hill of his wife, and Mr. Vickery of his daughter, was greatly deplored by the friends interested. Dr. Hill has plunged anew into business and is seeking to forget his troubles in the experience of renewed activity. He is introducing new ideas, new efforts and new energy throughout, and the results are already becoming apparent, and he will undoubtedly do much to strengthen the position already attained by his list.

AN UNSOLICITED TESTIMONIAL.

MAARTEN MAARTENS, the distinguished novelist, depicts in one of his stories a scene in a mad house, in which a crazy woman is responsible for the following free advertisement of Pears' soap:

"Hush!" she says, "she won't let me have Pear's soap in my tea. The doctor expressly told me I was to have Pear's soap, and no other. It is matchless for the hands and complexion."

A RECENTLY published novel is called THE WASP. An exchange suggests that it probably has a bad ending.

Subscribe for ART IN ADVERTISING, \$1.00 per year.



NEW YORK is to have a new periodical, *The Transatlantic Magazine*, issued by the Transatlantic Publishing Company. The magazine will contain only short stories, and its object is to give English writers an opportunity to secure copyright here by simultaneous publication.

"TOLD IN WHISPERS" is the title of a recent work from The Crown Publishing Company. In view of the nature of many of our recent publications one feels like quoting, in advance, Billy Rice's famous "Hush! Don't whisper so loud!"

INDUCING the public to "save the wrappers" is still a popular advertising scheme among soap manufacturers.

IF any one thinks Sandy McClure isn't smart let him keep one eye on" Human Dockuments" and the other on the advertising department.

THE leading story in a collection of seven, by Noah Brooks, is called "Pansy Pegg"—a very good title to hang a narrative on.

THE Home Journal sends a neat folder in black and red.

PAUL E. DERRICK, who was formerly with Harper, has now opened a newspaper and advertising agency in the *Tribune* Building. He is placing Quaker Oats this season and has new business in view.

THE public looks with suspicion on the Pullman porter, especially the one in charge of a sleeper. That the latter is a sort of bunk-osteerer goes without saying.

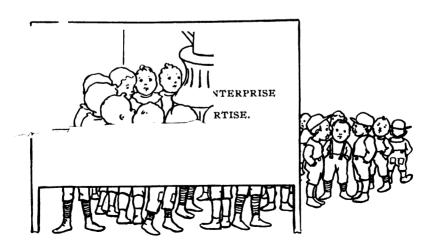
THE lithographers are all busy these days and throwing out hints of some stunning good work on the presses.

You never really realize how little you know until you read a page or two of the dictionary.

A FASHION writer advises young ladies to wear gloves, on their outing trips, in order to protect the hands from the bites of insects.

A mousquetaire would be about the proper thing, wouldn't it?

DULL times sharpen the wits.



YOU CAN'T GO BACK OF THE RETURNS.

DUPLICATES OF THE ABOVE CUT, \$1.00.

A CLEVER SCHEME.

A BOSTON advertising agent of more expedients than clients ventured on an original way of calling the attention of the public to his "sandwich" man the other day, and at the same time showed his ability to outwit the managers of street-car advertising enterprises, whose rates he had refused to pay.

Having properly placarded his "walking gentleman," he gave him \$5 in nickels and started him on a trip over the entire West End R. R. system. As the single fare gives him an uninterrupted ride of from three to five miles, he may be still riding, for the West End are powerless to hinder him as long as he pays his fare. This is a problem the R. R. advertising agents have not as yet been able to solve.

Mr. Benson will live to see his Dodo become as totally extinct as that other singular creation, the dodo of natural history.

THE Tadella pens and Cleveland's baking powder have each a new full-page design in the *Atlantic*. Both are rather striking.

IT is said that Kaiser William sits for his photograph about once a week.



"I suppose you're one of these Commonwealers?"

"No, Sorr; I'm a common Oirishman, born in County Clare, Sorr."

It is not good (advertising) form nowadays to assert that the article you are advertising is the very best in the market. Unless you have some commodity which is absolutely unique and that is able to hold its own on the strength of its real superiority, it is not wise to sing that tiresome song about yours being "the best."

To say that it cannot be excelled, that it is second to none in the market, that it possesses all the merits which go to make up a desirable article of the kind, is all right, and a good deal more sensible and dignified than the other thing.

Nowadays, when there is so much competition, the manufacturers of high-grade goods are putting the best possible stuff on the market, and it is pretty safe to choose between half a dozen names of established reputation.

THE great thing in buying is not to attempt experiments with unknown goods because they are cheap. It is wiser to pay a larger price for an article, if necessary, and to purchase from a house that is known to be reliable. There are numbers of firms, in every branch of business, upon whom the public has learned instinctively to depend. It feels sure that any purchase made from them will prove satisfactory and that in their mutual dealings there need be no fear of unfair treatment.

already attained by his list.

AN UNSOLICITED TESTIMONIAL.

MAARTEN MAARTENS, the distinguished novelist, depicts in one of his stories a scene in a mad house, in which a crazy woman is responsible

LOCAL.

At this season of the year the flowers in Union Square look very handsome. The Century plant, at the north end, is the largest specimen of its kind extant.

A DECAPITATED snail is capable, under favorable circumstances, of growing a new head. The snail isn't so slow, after all.

OUGHT TO BE GOOD FOR THE HOPS.

CAMBRIDGE, MASS., according to the newspapers, has experienced a rain of frogs.

THERE'S A SUIT IN THE WINDOW FOR THEE, BROTHER—

AND ONLY LOOK AT THE PRICE! is the placard hung out by a retail clothing dealer.

WITH the completion of the street railway between Lowell and Haverhill, Mass., a line of forty-two miles is made, constituting, we are told, the longest continuous street railway in the country.

SAYS the Argonaut the Grand Duke Nicholas, Czarowitz of Russia, is not at all a Romanoff to look at.

What's he Romanoff for, then?

An odd character-3.

THE Boston Journal sends out a clever, little circular addressed to advertisers.

A MAN out West has a pet crow which drinks beer. It probably takes its drinks at a crowbar.

EVERY family has its skeleton, which accounts, in a measure, for the flourishing condition of the cod liver oil business.

An appropriate conveyance for the seaside—the surf-ace car.



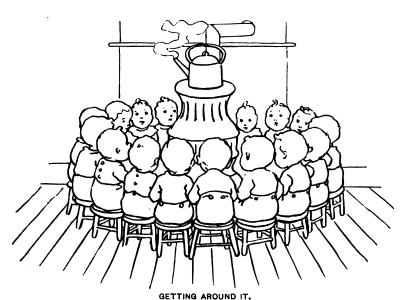
THE man who lives in Jersey State and hath, no window screens, is he of whom the poets prate as one who knows not beans.

ENLIGHTENED.

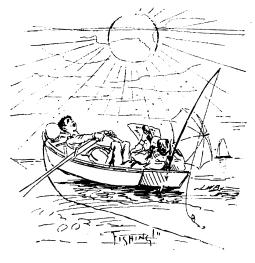
TOMMY: Mamma, the little boy next door thought that cows gave buttermilk.

Mamma: Did you explain it to him?

TOMMY: Yes'm; I told him goats gave buttermilk, course.



DUPLICATES OF THE ABOVE CUT \$1.00.



AN AUGUST "IDLE."

Don't begin to advertise unless you are prepared to keep at it for a reasonable length of time. Advertising is like any other business experiment. You can't learn the results in a day.

PERSISTENT advertising is bound to win. The public becomes familiar with the advertisement that is always on hand and has more faith in an article so advertised than in anything new. That is why it is so necessary to keep up your advertising. You can't help being new, just at first, and it takes time to familiarize the public with your name.

MEN who have advertised for years will sometimes disappear from view for months—trying probably the vain experiment of resting on their laurels. They usually return to the fold, however, wiser and better men because of their temporary effacement.

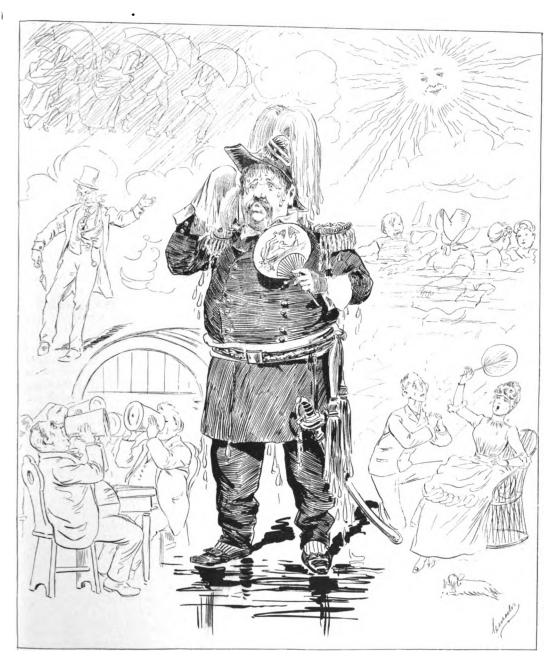
You can't afford to be out of the advertising swim nowadays. No matter how old your name is or how widely known in past years, you are confronting the younger generations now and the younger generations very often need reminding of the existence and glory of the older.

WE quote the following extracts from an address delivered at a recent meeting of the Quill Club, in New York, by Mr. F. H. Scott President of the Century Company:

"If you take up a copy of Harper's or the Century you will find that, exclusive of the advertisements, it always consists of one hundred and sixty pages, and each number contains about thirty separate articles, so that the magazine publishes on the average from three hundred and fifty to four hundred articles each year.

It is not the long novel, nor the short story nor fiction of any kind that gives it its strong hold upon its readers, but the so-called 'solid' matter. Few of the novels of George W. Cable, Frank Stockton, Frances Hodgson Burnett, Mrs. Burton Harrison, Eggleston, Howells, Bret Harte, Kipling, or Mark Twain have had any perceptible effect upon the circulation of the magazine from month to month. Whereas the War papers added one hundred thousand new subscribers within six months, the Life of Lincoln added even to these, and the Kennan papers on Siberia also perceptibly raised the circulation during the period of their publication. Indeed, all the notable successes of the magazine have been on these lines, and its hold upon its readers is in its strong editorial position on all public questions

"It is a mistaken idea that the cost of the best magazines has been lessened of late. Paper and printing were never so low as now. But the cost of everything else connected with the production of a magazine has steadily increased. The prices paid authors and artists are more than double what they were twenty years ago. Every number of the *Century Magazine* costs more than ten thousand dollars for contributions and pictures before it goes to press, and if we add to this the salaries of editors and managers, the rent and expense of maintenance of a great establishment, you will see that only immense editions can make it possible to support the present magazine."



AUGUST NOTES.



THERE is a certain class of advertisements, intended by the writer to be irresistibly fetching, which affect me very disagreeably. It is the sort which indulges in a great deal of preliminary small talk before getting down to business.

For instance, a clothing dealer, instead of giving a straightforward, sensible statement of facts, such as most people want, uses up his valuable space as follows:

MINNE A POLIS

(Boss of the Billows.)

How does this FREE translation strike you? the "land-lubber" would say

COCK OF THE WALK.

Well, that's just it. We can afford to let the BANTAMS

spread themselves if they pay for it. They only succeed in disgusting the people—in bringing themselves and their business into contempt. Their roar is like unto that of the Lion, but they "show up" in the character of a Mouse, eager to escape even casual observation from an intelligent source, and when the question of investigation is proposed or even hinted they fall instantly into a state of collapse—their mental agony forcibly illustrating the Biblical declaration that "The way of the transgressor is hard." We have always endeavored to steer clear of such hard lines—the simple truth, plain and un-

varnished, is good enough for us. We cannot afford to be boastful at the expense of truth.

We have

HOT WEATHER GOODS

for Men and Boys—lots of them. Fit, finish and quality equal to CUSTOM WORK. The materials include ALPACA, SILK MOHAIR, BLACK AND BLUE SERGE, UNFINISHED WORSTEDS, IMPORTED CHEVIOTS, SILK MIXED CASSIMERES, and other fine fabrics. We don't quote prices—because we want you to call on the "Bantams" first—and after you shall have "done them up" COME TO US. The result will be of intense interest to you and highly pleasing to us.

Is it possible that such advertising pays? That there are people who read such stuff and are impressed by it?

An advertisement of this kind, to my way of thinking, possesses hardly a redeeming quality. It is neither smart, funny nor convincing, and strikes me as being only vulgar and impertinent; and yet it is the style invariably adopted by this particular advertiser and probably brings business—or he wouldn't use it.

A SMALL newspaper ad, which caught my eye on a crowded page, the other day, had for its headline the words "To be a long time dead is something ultimately designed for all of us," and that into the limited time of our living we should crowd "A whole lot of enjoyment" by drinking the advertiser's bottled mint juleps.

A CORSET establishment assures the public that if it buys elsewhere it will get "stuck." A choice way in which to address the ladies.

THE following card is more humorous than grammatical:

HOW TO KEEP COOL THIS WEATHER-BRING me some unbound magazines of any kind, let me bind them. Then set, cut, read and forget the heat. HODGES,

THE man who inquires if it is hot enough for you is not half so tiresome as the newspaper jokist who is forever commenting on him.

ANOTHER advertising scheme that attracted attention was the recent offer of a piano firm, in Washington, to give to the most popular school teacher a free trip to Europe. The question was decided by popular vote, the piano house in the mean time receiving a most gratifying amount of first-class, free advertising through the papers. Whether schemes of this kind pay is a question. It is pretty safe to assume, however, that nothing is lost.

This is the time of the year when the woman who knows how to buy can find real bargains in the dry goods line. Merchants do not wish to carry stock over to another season; their shelves must be cleared for the fall goods, and in consequence quantities of really desirable materials are offered at genuine cut prices. The woman who is wise and whose purse is not a long one should take advantage of these opportunities. The fashions in standard dress goods change but little, if at all, during two or three seasons.

WANTED, A FEW POINTERS.

RICHMOND, Va., July, '94.

To the Editor of ART IN ADVERTISING.

DEAR SIR: I am in search of information on the allimportant question of advertising. What I want to know is what mediums are best and what forms most attractive in a case like the following: I have discovered a man, a firstclass business man, an old-school gentleman, who, as a dialectician and raconteur, is without a peer. He has consented to take a limited number of engagements, paying engagements, under first-class auspices. There is no special difficulty in getting before the general public; ordinary, thread-bare methods will accomplish that; but what I want is suggestions as to the best method of laying the matter before clubs, special societies and associations, in the right light. Can ART IN ADVERTISING give me a pointer or so on the subject? Very truly yours,

HORACE F. SMITH.

[ART IN ADVERTISING would suggest the circular as the best medium for advertising Mr.

STEINWAY & SONS.

AND DOES FOR THE COURSE OF THE

GRAND PIANOS.

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STEINWAY & SONS



UPRIGHT PIANOS.



STEINWAY & SONS. NEW YORK

A GOOD DISPLAY PAGE USED AT THE RIGHT TIME-ON THE OCCASION OF THE SAENGERFEST IN NEW YORK CITY. FIRST TIME BLACK TYPE APPEARED IN THE HERALD."

Smith's special attraction; but the question is so many-sided and complicated that it is difficult to mention any particular plan that would cover the whole ground. Perhaps some of our many readers can give us more expert opinions in the case.—En.]

THERE is a distressing call for "Summer Boarders" through the columns of the daily papers, and one who has had any experience in summer boarding can read between the lines considerably more than the various advertisers would like to have known.

But then the country is nice, after all, even with its canned vegetables, store butter and eggs and general dearth of all other modern improvements. It is something just to get an unobstructed view of the sky once in a while; don't you think so?

An advertisement for a lost purse announces that said purse contained "Two keys, a Milwaukee street car ticket and a sum of money"—a reward to be given for its return.

One cannot help suspecting that the Milwaukee street car ticket will be tendered the finder by way of reward. Some people are mean enough to do anything.

A NEWSPAPER advertisement consisting of a series of pictures so arranged that a new cut appears each day, developing the story gradually, can be made very successful if the idea is interesting and the pictures well drawn. But most advertisements of this kind are insipid, simply from lack of these two qualities. If verses are to be used it is worth while looking up the services of a good rhymester. Let them be snappy and have a good swing and rhythm. Advertising poetry as a usual thing is, in point of quality, much like the efforts which grace our daily obituary columns—devoid of rhyme and reason.

THERE is an improvement in the newspaper advertising picture. Some of the cuts used nowadays are really very good, and advertisers are beginning to understand that an old, worn-out smudge of a cut is no longer "in it."

THERE is an advertiser whose small card in a certain daily paper invariably attracts the eye by reason of its "cuts." He uses only pretty women's heads, and the cut is changed daily. The drawings are evidently the work of a clever draftsman, and are chic and attractive; simply drawn to print well and not in the least like the stereotyped affair which some advertisers consider the proper thing.

A FASHION writer in an esteemed contemporary declares that "the man who allows a woman to select his ties for him is weak and of no account." This is rather sweeping; perhaps he is merely in love.

Subscribe for ART IN ADVERTISING, \$1.00 per year, in advance.



WHETHER professional men should or should not advertise is still an open question. As a rule we are inclined to look askance at the professional advertisement, and to feel a very decided pre-

judice against the advertiser himself. If he is a doctor we at once put him down as a quack; if a lawyer he is, undoubtedly, a shyster; while the dentist who advertises is invariably associated in one's mind with cheap work, poor methods and a dingy, red plush dental chair. Under the circumstances this prejudice is, of course, only natural. The professions look with disfavor on advertising, and have but small tolerance for the weak brother who departs from the beaten path. When once he has taken the fatal step he is placed outside of the charmed circle and his claims to any serious consideration promptly ignored.

THE only advertising permitted the doctor or lawyer, or whatever he may be, is the free reading notice in which his name is mentioned in connection with some case or other. That they make the most of such opportunities goes without saying.

In the smaller towns, especially in the West, the prejudice against professional advertising is not so marked, either on the part of the public or the "professionals" themselves. The little country papers usually contain the card of every doctor and lawyer in town, and no one thinks the less of their abilities because they have advertised.

Although Mr. Astor does not attempt to control the opinions of his papers he occasionally ventures a criticism on their contents, and his comment sometimes takes a rather epigrammatic form. For instance, not long ago the editor of one of the Pall Mall publications—I forbear to mention which one—had a copy of the paper returned with, "Is this paper written for housemaids?" inscribed all across it in blue pencil. The editor retaliated shortly afterward by returning an article written by Mr. Astor, with the simple remark that it was "declined with thanks."—The London Figure.



SIGN FENCE WALL & BULLETIN GOVERTISING

OME of the best outdoor display of the season is to be seen along the railroads leading from Philadelphia to the near-by seaside resorts.

One company has put up a very realistic-looking, life-size building, which seems at first giance to be a solid structure; the train whizzes around a curve, however, and we catch a glimpse of the supporting posts and beams and realize that the building is merely a great big sign.

Another attempt at realism is the introduction of a group of life-sized figures, standing out in the meadow and looking up at the sign board which is planted before them. This is very clever, but I failed to catch the perpetrator's name.

A Philadelphia clothing house has a large elephant who cuts quite a figure, standing off against the horizon.

Some very handsome signs are those bearing the name of Snellenberg, the Philadelphia clothier.

The Washburn-Crosby signs are also striking and put up on an extensive scale. Among the many signs between New York and Philadelphia I notice more particularly the following: R. S. Luqueer, harness; the Crawford Shoe; Coward's Commonsense Shoe; Adam's and Beeman's respective Pepsin chews; the Gordon Piano; Seal of North Carolina Tobacco, and Bromo Seltzer.

THE Delettréz Perfume Company is advertising quite extensively by outdoor display. It has a framed announcement at the foot of the elevated stairs which is very striking and pretty. The picture is that of a woman's head and is reproduced in color—a very delicate and attractive piece of work.

Another specimen of this company's advertising is to be seen on the side of a Broadway building, and is an excellent example of the sign painter's skill.

"SEE THAT DUMP?" is the version used by a Washington coal dealer. The particular sign that attracted my attention is a very elaborate affair, occupying a large space on a prominent bill board, and representing the dumping of a load of coal into your cellar from one of the company's patent wagons.

ONE of the best advertisements of the year is put forth by the R. & G. Corset people. It is a reproduction from a photograph from life and shows a pretty girl wearing one of the corsets. The best thing of the kind we have seen.

THERE is no lettering that shows up so well at long range as the white on a black background. This has been the result of my observation in traveling on the railroads. A large white letter can be read with ease at an astonishing distance.

The Mandrake Pill advertisements seem to be invariably an orange colored letter on a black ground, and this is easily read also. All the signs along the roads are looking extremely new and clean, and reflect great credit on the man who handles them.

WE look for some handsome new signs in the fall. Any advertiser who is able to secure space so desirable as that in the street cars ought to be very careful not to waste it on a poor announcement. His own card ought to be the handsomest in the car.



THE July magazines show quite a number of new designs, some of them very good. There are several handsome pages devoted to railroad advertising, among which may be mentioned in particular those respectively of the Lehigh Valley Road, the Great Northern, the Northern Pacific and the Great Rock Island Route, in Scribner's, and the Chesapeake and Ohio in the Cosmopolitan.

Most of these lines have less elaborate announcements in the other publications. The Northern Pacific has an excellent half page in Harper's, and the Santa Fe Route is represented by good half pages in all the magazines.

N.W. Ayer's "Bee Line" page is very attractive, and the Pears' Soap page rather more interesting than usual. Primley's Gum has a fresh lot of bears, of course, and there is a praiseworthy attempt on the part of the American Radiator Co. to give their announcements variety and originality. Most of its pages are very good, but we hardly think the dog story in the Cosmopolitan quite up to the mark. The dog isn't well drawn to begin with, and even if he was the public is not likely to be prejudiced in favor of a heating apparatus which is recommended to them solely through the approval of a small dog.

One of the very prettiest half pages in the July magazines is that of *Harper's Bazar*. The Union Pacific System gives a good half page in *Harper's*, and Strawbridge & Clothier, the Philadelphia merchants, another, equally attractive, in *Scribner's*.

THE Kombi Camera Company's quarter page is noticeable and attractive; so also is that of the Wire Buckle Suspender Company. I consider the latter an excellent advertisement.

THE Cooperative Building Plan Company and

the Anchor Post Company (fences) give good quarter pages. The announcement of the Guarantee and Accident Lloyds, of New York, is very neat and striking, the border being well drawn and arranged.

AMONG the smaller advertisements which fill their respective spaces effectively is that of Yawman & Erbe, fishing tackle, Rochester; the Boston Herald, Higgins & Seiter, and J. H. Rushton, boats, etc.

A PRETTY border is used by the California Grape Fruit Company, The Columbia Type-writer Manufacturing Company, and the Globe Company, of Cincinnati. I have great faith in the use of the border. On a crowded page it gives your advertisement an exclusiveness that is much needed.

THE advertiser who persists in crowding his space with much matter and small type makes a very serious mistake.

An artist strives to learn what he can leave out of a picture. The best draftsman is the one who is not a slave to detail but who recognizes the essential and telling points in the scene to be represented and transfers them to his canvas. It is best to leave something to the imagination, and this is equally true of advertising. You must select the essential points (that's where the art comes in), and present them to the public as briefly as possible. Some of these magazine advertisements are absurdly diffusive and garrulous—as though the writer was fearful that some argument in favor of his commodity might be overlooked.

This sort of advertising is commonplace and stupid. If you find it necessary to publish a good deal of matter in your announcement then do try to take more space for it.

THAT pictorial advertising has taken wonderful strides, both in quality and quantity, during the past two years is proven by a comparison between the pages of your back number magazines and those of to-day. A standard monthly of '89 or '90 will show a good many illustrated advertisements, but the average of quality in the art work will be much lower than it is now-adays, and there will be a larger proportion of announcements that are without illustration.

It is interesting to note, in a current magazine, how largely the pictorial advertisement predominates. Out of fourteen full pages eleven were illustrated. The half pages were seventeen against six in favor of the pictures, and the quarter pages fifty-eight against thirty-four. Out of the number not included in the list of illustrated ads. more than half were elaborately designed and lettered, or inclosed in a decorative border which, practically, might place them under the head of the pictorial.

THE average of quality in magazine and newspaper advertising illustration has gone up a good many points. It is no doubt true that every high-class picture put forth by an advertiser is a powerful influence in raising the standard of this class of illustration.

AMERICAN LITHOGRAPHY COM-PLIMENTED.

A FIRM of London lithographers has been much exercised lately over the display, in England, of posters printed in America. The government was appealed to, but Mr. James Bryce, president of the Board of Trade, replied that, while he regretted the distress of the English lithographers, there was no law to prevent the importing of American posters.

AT THE BEACH.

I DON'T like it down here; the booming of the surf keeps me awake all night.

Why don't you sleep some in the daytime? 'Cause the tara-booming of the bands keeps me awake.

YES, it's hot enough for us.

A NATURAL INFERENCE.

A LONDON journalist, Dr. Dale, gravely declares that in his opinion most of the books are written by men and women who are not "quite right" in their minds.

That's what we have always supposed.

THE Boston Transcript is responsible for the following:

A few days ago, while a gentleman was buying stamps in the post-office, some one took his umbrella. The loser put this card in the morning paper: "The kind friend who carried off my umbrella at the post-office yesterday will bear in mind that the 'Gates of Heaven' are only twenty-four inches wide. My umbrella measures twenty-eight. At the other place he won't need it. Didn't Dives pray for just one drop of water? He had better return it to No. 208, Chamber of Commerce, and no questions will be asked." A few days later a boy brought in an umbrella, but, alas! not the advertiser's. He had caught the wrong man's conscience.

THERE seems to be an unusual number of cutout novelties used this season for advertising. A pretty design represents a back view of four sturdy youngsters earnestly engaged in viewing something which the observer, outside of the window, doesn't see. "What are these Bables Looking at?" is the pertinent query printed on the card, and you are furthermore invited to "come inside and see."

SOMEONE with a mania for collecting ought to make a collection of advertisements. A century hence, when advertising has either wonderfully advanced or become one of the lost arts, such a collection would be extremely interesting and valuable. Why don't you try it?

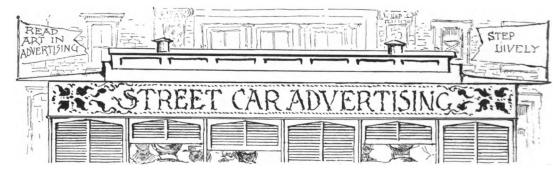
A PHYSICAL PHENOMENON.

THE theater manager usually has a cast in his eye.

This is a good year for fishing—fishing for business.

And a good time also to subscribe for ART IN ADVERTISING.





OING downtown in a Market St. cable car, Philadelphia, the other day, I was much impressed with the number of good looking advertisements displayed. The Tannhaeuser Beer Company has a very neat card filling a double space; so also have A. C. Yates & Co.

Among the others were Nymby, Hunt & Co., Sylvan Dalcimer & Sons, Croft & Allen's breakfast cocoa, Henry Van Bell & Company whisky, the Pilsner beer, Bruner's coal, and the Globe Gas Engine Company (a name which we managed to tangle up a little in our July number).

The Fel's Naphtha Soap has an odd-looking design in green, which adds a striking bit of color to the line.

All of the cards were fresh and clean, which is more than can be said of the cars themselves.



SHE: A penny for your thoughts, Mr. Sissyboy!

HE: You can have them for nothing.

SHE: Oh, all right! fair exchange is no robbery.

READING in the cars is very injurious to the eyes, but this doesn't refer to street cars or street car advertisements. You can read street car advertisements all day long and it won't hurt your eyes in the least, in fact it will rest them.

THE elevated cars are still short of ads. Let us look for an improvement here in the early fall. It does seem a pity that such desirable space should not be utilized.

THE last time I rode in a Third avenue cable car I noticed that nearly half the advertising space on each side of the car was occupied by the announcements of one firm—a local ciothier.

In the Broadway cable cars, New York, I noticed several new designs. Cantrell & Cochrane's Ginger Ale sign sports all the colors of the rainbow and isn't half bad. Bower's Spikenard and the Robert Burns cigar signs were new to me, as was also the Y.S. Liquorice in black, white and red.

For the past two years Chicago has been the most extensively advertised city in the world. It is not the sort of advertising, however, that is likely to bring satisfactory returns. A few more lawless outbreaks and horrible happenings and the country will begin to look at Chicago askance, much as the good little boys and girls in school look upon the incorrigible young reprobate who is not only always in trouble himself, but forever getting them into trouble,



A CLEVER PAMPHLET COVER FROM PHILADELPHIA.

The original design is in twelve colors.

A RECENT advertisement of the Missouri Pacific Railway Co., in the score card of the St. Louis Base Ball Club has come to hand, and deserves more than passing criticism. The argument in favor of a change of location during the heated term must apply with particular force to the citizens of St. Louis. An attractive story is told of the cool mountain retreats of Colorado, Utah and other resources, and we think the result ought to be gratifying to the Missouri Pacific. Mr. John G. Priest, Jr., is the man to see for contracts.

A HAIRPIN ad, reads as follows: "A hairpin without points has good points! See the point?"

Some one writes of the "making of books," in France, as follows:

"The poets do not sell well, though François Coppée's charming sentimentalities have averaged 20,000 copies, Prévost Marcel coming next with an average of 10,000. The average volume of poems never reaches more than a few hundreds. And yet, if there were a land in the world selected as the paradise of fiction, it is France. Novels are cheap and extremely well printed, but the best of them appear in the newspapers and are read with avidity. There is not a daily journal in France that omits a serial from its regular issues. And that it is expected any one can attest who sits in the cafés, restaurants, or public parks, where the people may be seen at any and all hours, devouring the half page devoted to the novel."

GUTTA-PERCHA is the name of a prominent race horse. She ought to be a good one on the homestretch.

Seldom, indeed, does it fall to the lot of an advertiser to have his wares publicly proclaimed in the House of Congress. Such a stroke of good fortune fell to the lot of Mr. Thomas Beecham, that enterprising Englishman, who seems determined that the Yankee shall take nothing but Beecham's Pills. In the course of a long speech during the recent silver debate, the Hon. Wm. Everett, a representative from the classic precincts of the Back Bay district, in Boston, delivered himself of the following lofty

peroration, which we clip verbatim from the pages of the Congressional Record:

Now, a few words on the subject of bringing politics into this discussion. I am not going to bring in any politics if I can help it, Mr. Speaker. The President of the United States has told us what to do, and, as his loyal supporter, who is not afraid to be called his gentleman usher, if my friends see fit so to characterize me, I have no objection; but I will not bring any politics into the discussion. I am amazed at the determination of some gentlemen of all the three parties, Democrats, Republicans and Populists alike, to find politics somewhere in some part of this discussion. They have a wonderful nose for the political cat in every bag of meal presented to them.

Why, sir, it reminds me what happened in a certain very poor religious congregation in England. There was a congregation in England once that wanted to procure new hymn books, but they were very poor and could not afford to pay for them at the ordinary prices. They understood, however, that a certain great advertising house, a business house that made patent medicines, was willing to furnish them hymn books at a penny each if they would allow some advertisements to be inserted in the books. They thought that would be no special harm, that they might have a few pages of advertisements bound up with Watts and Doddridge. Accordingly, they agreed to the proposition. The books came, duly printed, and they got down to the church on the 24th of December.

On Christmas morning, the model Christians, who had no thought of anything but religion, got up to sing. Their pastor gave out by the first line a very familiar hymn. They all expected that it would be given out. Immediately the congregation arose to their feet, and in a few seconds were aghast to find themselves singing:

"Hark! The herald angels sing Beecham's Pills are just the thing. Peace on earth and mercy mild: Two for man and one for child."

Many of our readers have doubtless seen this before, but it will be news to many that it was repeated in our national halls of Legislature. Mr. Beecham is to be congratulated. Although the Beecham's advertising has been withdrawn from the papers, it is only temporary, and with the revival of business in the fall new copy will be sent out.

JINKS: Here it tells about a Maine man who has borrowed a house from his friends and had it removed to his own lot for the summer season. The paper speaks of it as a unique case of borrowing.

BINKS: Huh! That's nothing; my house is borrowed by my relations every summer of my life, and there doesn't seem to be anything unique about it in *their* minds.





A Blindfolded Marksman

Has about as many chances of hitting the bull's eye as has the advertiser of succeeding by unadvised, haphazard methods.

Training____

Is required to enable one to plan and prepare successful advertising. That's why the amateur often fails where a practical man would succeed.

We have been **hammering away** at this business of advertising for twenty-five years or more and we have **forged ahead.**Our experience and facilities may help you.
Write for booklet, free.

Lord & Thomas



Newspaper and Magazine Advertising

 $_{\mathsf{C}}$ Chicago

45 Randolph Street



Respecting Car Advertising ___

Two cents (postage) to get my estimate may save you many dollars.

"Johnson's figures are never beaten"

The car cards I give my customers bring business.

The preparation of designs and advertising matter for car work is a business in itself, and

Only men who have demonstrated their ability prepare my signs.

A. J. Johnson 261 Broadway, New York



"FIRST

In the hearts of its countrymen."

ON THE CARS!

The first paper you want is JUDGE.

ON THE NEWS-STAND!

The first paper you see is JUDGE.

AT THE CLUB!

The first paper you call for is JUDGE.

ON THE STEAMBOAT!

The paper of perpetual delight is JUDGE.

AT THE BARBER SHOP!

The first paper you pick up is JUDGE.

IN THE HOME!

It is a fight between yourself and wife which will first get JUDGE, "and the children all cry for it."



The very "first" advertising order you give (direct or through an agency) THIS FALL should be for space in the one and only



Circulation as wide as the world. Read and re-read until worn out. Send for new rate card.

WILLET F. COOK

Doorkeeper to the Advertising Department

110 Fifth Avenue, NEW YORK

The Hearthstone

HAS THE LARGEST LIST OF PAID-IN-ADVANCE SUBSCRIBERS OF ANY SIMILAR PERIODICAL IN THE WORLD

CIRCULATION, 600,000

COPIES PER MONTH.

Advertising Rates, \$2.50 per Agate Line.

Address The Hearthstone,

285 Broadway, New York



THE

VICKERY & HILL LIST

AUGUSTA, MAINE

HE VICKERY & HILL CO. has just bought and added to its subscription list nearly 500,000 subscribers to Good Fortune and The Big Four of Jersey City, N. J. No monthly paper, or combination of monthly papers, controlled by one concern, has anything like the enormous circulation of The Vickery & Hill List.

A Brace of Testimonials__

I have used the Vickery & Hill List for several years, and am using it now, and expect to use it in the future.

I have just had the results of the spring issues checked up, and find they are most AMERICAN NATION Co., excellent.

Boston, May 31, 1894.

W. E. Skinner, Prop.

C. E. Ellis, Esq., New York City, N. Y.

DEAR SIR: We have lately used two full-page advertisements in the complete Vickery & Hill List, and as you know that each page costs up into the thousands we do not know what better indorsement, at this time, when "money talks," that we could give in support of our opinion that the Vickery & Hill List are good mediums for advertising, and that we are not backward in using them liberally, in order to make known to the good people of America that in No-To-Bac they will find an absolute, guaranteed cure for the tobacco habit in every form.

Very truly yours,

(Signed)

THE STERLING REMEDY CO., H. L. Kramer, Treas, and Gen. Mgr.

For rates and other information apply to

VICKERY & HILL CO.

AUGUSTA, MAINE Or to C. E. ELLIS, Special Representative

517 Temple Court, New York City



FALL ADVERTISING.

Leslie's Weekly

"A hint is as good as a kick"

WILLIAM L. MILLER

Advertising Manager

110 Fifth Ave., New York

100 pages of display advertising

When 100 pages are filled, all additional contracts must be put on the waiting list until an advertiser chooses to drop out.

Six Years' Record of the Editions of THE COS-MOPOLITAN Magazine:

THE PROMISE		THE FULFILMENT	
PER	PAGE	COPIES	COPIES
		20,000 while the actual average was	
1889. At \$	100 we promised to average every month at least	- 50,000 while the actual average was	52,916
1891. At \$	125 we promised to average every month at least	- 60,000 while the actual average was	} 74,750
1892. At \$	200 we promised to average every month at least	- 75,000 while the actual average was	101,838
		100,000 \begin{cases} \text{while the actual average was} \end{cases}	
1894. At \$	we promised to average every month	the actual average for Jan., Feb., Mch.&April	215,000

T will be noticed that this table constitutes a very curious exhibit. When the circulation of THE COSMOPOLITAN was guaranteed to be 20,000 copies, the price per page was \$80, and that was considered to be quite reasonable, and but few objections were made to the figure asked. In the same ratio, the edition for April would call for a price of \$708 per page, yet our present figure is but \$800, or three-sevenths of the price that was formerly considered reasonable.

THE UNION GOSPEL NEWS

CLEVELAND, OHIO

Largest circulation of any religious paper in the United States.

156,540 paid-in-advance subscribers,

Undenominational and reaches the homes direct.

The best advertising medium in the country.

odd's Advertising Agency, Boston,

Send for Estimate.

RELIABLE DEALING. LOW ESTIMATES.

CAREFUL SERVICE.

5,000 leading business firms and

ADVERTISERS use, commend and reorder the RECORD OF and save many times cost in

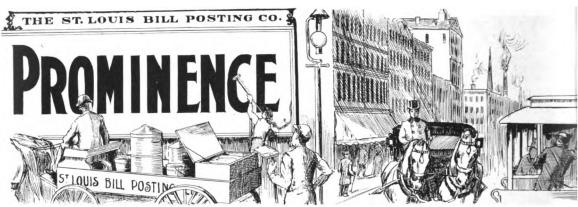
CONTRACTS they give newspapers and periodicals.

Challen, Labor-saving Book Publisher,

165 and 167 Broadway, New York.

(All kinds in stock or made to order.





Prominence—that's the motto of

The St. Louis Bill Posting Co.

the only legitimate, well-regulated Bill Posting Service in

ST. LOUIS

We Cover...

every point of advantage throughout the entire city—on the Boulevards, along the greatest system of street railways in the world, and at all vital points of advantage where the crowds accumulate downtown.

Advertisers...

experienced in bill posting have found that it is only by the use of this Service that a reliable, effective, forcible, result-bringing showing can be obtained for paper in St. Louis.

Write for particulars of the numerous points of advantage at which we can place you.

THE ST. LOUIS BILL POSTING CO.

R. J. GUNNING, Prest.

Office, 9 So. Broadway, St. Louis, Mo.



 $f A \cdot f FEW \cdot f FACTS$

"THE SILVER CROSS"

1st.—It is the Official Organ of the International Order of the King's Daughters and Sons, of whom there are over 400,000 members.

2d.—It is published by the Central Council of the order.

3d.—It is the *only* medium between the Council and members of the order.

4th.—Every circle is composed of ten or more members and very often one copy of the Silver Cross is read by ten or more women.

5th.—These women represent the best class of American homes.

Let us send you a copy with our rates.

Be sure to place The Silver Cross on your next list.

THE SILVER CROSS PUB. CO.

158 W. 23d St., NEW YORK

THE AMERICAN FARMER AND FARM NEWS.

PRINTER'S INK and ROWELL'S NEWSPAPER DIRECTORY for 1894 both tell the truth

when they unite in saying that the AMERICAN FARMER AND FARM NEWS has the largest circulation of any monthly paper in the State of Ohio, and the third largest circulation of any agricultural journal published anywhere on the face of the earth.

More than One Hundred Men and Firms

who have used this publication for periods ranging from six months to two years unite in saying that it gives excellent satisfaction, and that advertisements in its columns are answered.

GEO. S. BECK, Eastern Manager, 193 World Building, NEW YORK CITY.

WHEN IN DOUBT USE SCRIBNER'S

ART IN ADVERTISING

FROM THE COMMENCEMENT

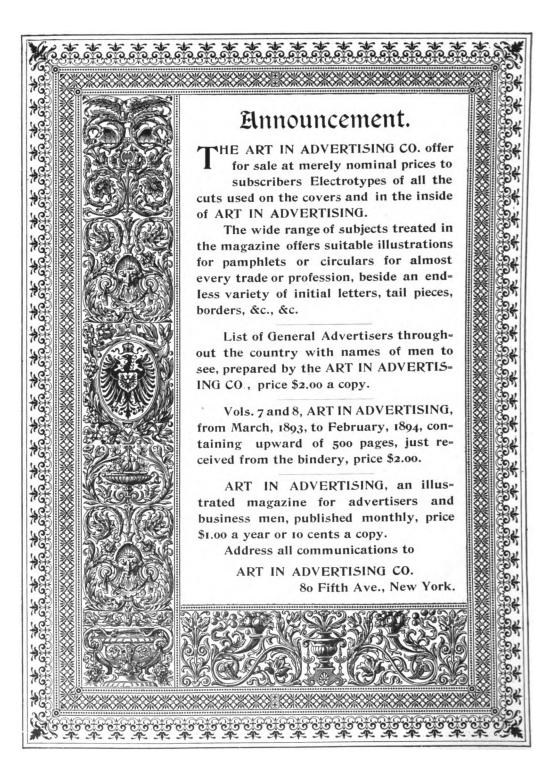
Vols. I. and II., March, 1890, to Feb., 1891, containing 258 pages
"III. and IV., "1891, to "1892, "306 "
"V. and VI., "1892, to "1893, "450 "
"VII. and VIII., "1893, to "1894, "550 "

Marking a steady growth and every page full of interest and suggestion to the Advertiser.

Handsomely bound in cloth. Price \$2.00 a volume.

SOMETHING NEW Saranac Lake The Adirondack News

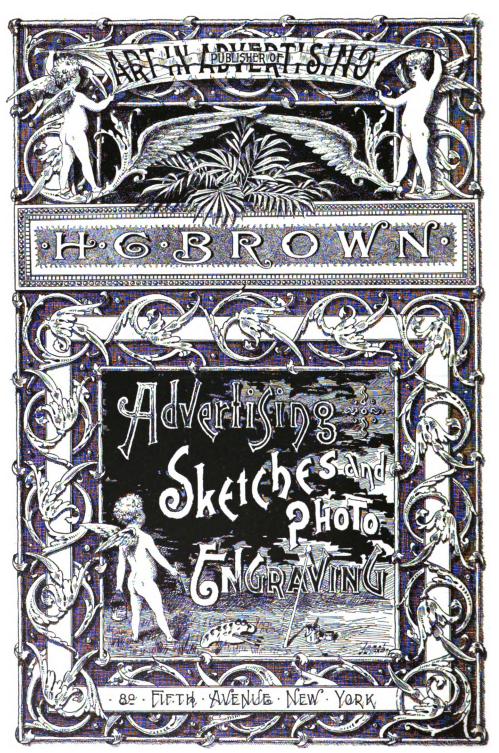
SOMETHING NEW

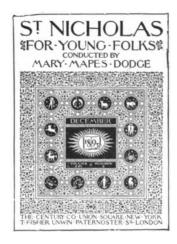




This drawing is made from the original garment. Work of this kind for catalogues and price lists a specialty.

H. C. BROWN 80 FIFTH AVE. NOY CITY





The only magazine of its class

The record for the past six months shows a very decided gain in sales, in the subscriptions and advertisements

THE WINTHROP PRESS, 32 & 34 LAFAYETTE PLACE, NEW YORK.

"The Gunning System"

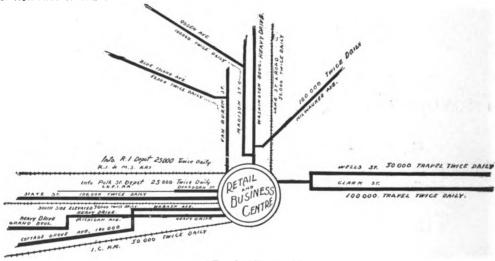
FOR INSTANCE

Take Chicago . . .



She has 1,750,000 population

THE BUYING ELEMENT OF THESE HOSTS MAKE A VAST VOLUME OF TRADE FOR ANY ARTICLE OF MERCHANDISE IN ANY KIND OF "TIMES."
THIS BUYING ELEMENT ARE THE PEOPLE WHO COME AND GO, IN AND OUT, ALONG HER STREETS.
THIS TRAVEL OF THE HOSTS ACCUMULATES IN CERTAIN MAIN THOROUGHFARES, MAKING VERITABLE ARTERIES OF HUMANITY OF THEM. THESE ARTERIES ARE PRINCIPALLY...



ABOUT A DOZEN IN ALL.

THE GUNNING SYSTEM COMMANDS EACH MAIN ARTERY THROUGH WHICH THE PULSATION OF LIFE IN A GREAT CITY DAILY FORCES THE GREAT CURRENT OF PURCHASING MULTITUDES.
THE ARTISTIC PERFECTION OF "THE GUNNING SYSTEM" INSPIRES INTEREST AND RESPECT.
THE FORCE OF ITS APPEAL IS UNEQUALLED. ITS PERMANENCE MAKES ITS INFLUENCE INCESSANT.

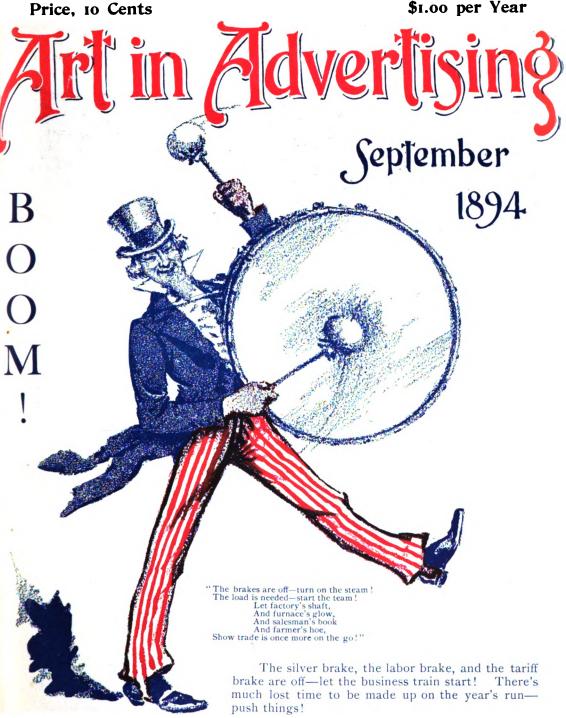
Chicago Omaha Milwaukee St. Louis St. Paul Cleveland Cleveland Cleveland

THERE'S A VAST DIFFERENCE BETWEEN THE EFFORTS OF THE ADVENTURING PAINTER—WHO DAUBS SIGNS HAP-HAZARD "AS CHANCE MAY OFFER" IN BARABOO, OSHKOSH AND KALAMAZOO—AND SUCH CLEARLY DEFINED SERVICE AS THE GUNNING SYSTEM, THE GREAT KEY TO PERMANENT PROMINENCE IN THE ABOVE CENTERS OF POPULATION AND BUSINESS.
WE INVITE YOUR CONSIDERATION OF ALL PARTICULARS; WRITE

The R. J. Gunning Company

Proprietors of "The Gunning System" and Contractors in General Sign Advertising Anywhere on Earth.

Executive Offices, 289 Wabash Avenue, Chicago



If you want other people to know that you are pushing, and what you are pushing, tell them through the newspapers. They will see it there. It will help you there. We will put it there (whether little or much, near or far) with economy and expedition. The experience and facilities of twenty-five years are ours, and we are, yours for better business,

\$300,202.57

This amount of paid advertising was carried in

The Ladies' Home Journal

in its twelve issues ending with the last (August) number

The Curtis Publishing Company
Philadelphia

August, 1894



Entered at the Post Office at New York as second-class matter.

VOL. IX.

SEPTEMBER, 1894.

No. 7.

Published by The Art in Advertising Co. 80 Fifth Avenue, New York.

CHICAGO OFFICE, NEW YORK LIFE INSURANCE BUILDING.

11 C. Brown, President.

E. L. Sylvester, Editor.

ISSUED ON THE FIFTH OF EVERY MONTH.
ONE DOLLAR A YEAR IN ADVANCE.

THE OUTLOOK—SIGNS OF REVIVAL.

T would be impossible to overestimate the beneficent result accruing to the business community from the final passage of the Tariff Bill. It was like the twenty-first day of typhoid fever. You can't tell whether the patient will live or die. But the crisis is passed in safety. The nervous dread regarding the ultimate result is over. It will, of course, take some time for the patient to receive his strength, but that's nothing. It isn't work that kills; it's worry.

The improved condition of affairs first finds expression in the money market. It is the one invariable indication of dull or active business. It is with pleasure, therefore, that we record the fact that the first weekly bank statement after the settlement of the tariff, shows an increase in the loan account of \$1,676,100 in New York City. Throughout the country the same proportion of improvement is maintained. An increasing amount of mercantile paper is finding its way into the market, and, despite the fact that money is practically a drug in the street, the price is hardening, owing to the general belief that the momentarily increasing demand will speedily absorb the surplus. The exports of gold have

ceased, and the war in the Orient promises to advance the price of silver.

THE intending advertiser must closely watch all the signs of the times. We have pointed out that returns of necessity must be based on the tangible existence of a market, and a market in the advertising sense means the condition of trade in general—the price of cotton in Fall River; wheat in Chicago; iron in Pittsburgh. The relation of a newspaper or any other vehicle of publicity to the advertiser is practically that of a commission agent. It can't sell goods if there is no market for them. If this fact were more specifically realized the element of hit or miss, which unfortunately still plays a part in the calculations of some advertisers, would be wholly relegated to the traditions of the past, where it belongs.

As intimated in these columns last month, the labor market is showing signs of gradually taking up the slack, so to speak. At the time of our last remarks on this point there was a disposition on the part of the labor unions to oppose workmen accepting such wages as the market affords, because they were less than the rate demanded by the unions. But there were too many idle men, both union and non-union, and the efforts of the agitator were useless. In Fall River the situation is full of encouragement. Some of the mills have found it practical to continue the old scale of wages. Reviving business will settle the pending dispute speedily.

Now this gradual employment of idle men at

a lower rate is the first real, tangible evidence of revival. It signifies a recognition by the labor world of the great change which has been going on for the past eighteen months in respect to wages. Real prosperity consists not in the welfare of the few but in the employment of the many. There is always a market for goods at a price. On account of threatened strikes it has been deemed imprudent to attempt the manufacture of goods at the price which everyone knows would stimulate demand. With this menace removed we see no reason for a gradual resumption in many directions.

* * *

Persons who expect an immediate "boom" are likely to be disappointed. And yet there is a state of affairs existing which makes the likelihood of a boom not wholly impossible. It must be remembered that for eighteen months business has been practically at a standstill. In fact, the wonder is that we are living at all. Now, a man may practise economy for one or two seasons, but he can't continue it indefinitely. There comes a time when his old suit refuses longer to be presentable. At a pinch most of us have enough old shoes around the house that we can patch up, in an emergency, for a year. But even old shoes cannot escape the inevitable. And so on it goes down the list, He may do his own bookkeeping, discharge his typewriter, and take a smaller office. But there is an end to all these things, for life under such circumstances isn't worth living. It is a physical fact that a man cannot remain absolutely miserable longer than twenty-four hours at a stretch. At the end of that time Nature refuses to be longer depressed and Hope-Hope eternal-again resumes her sway. It is a wise provision of an all-wise Creator; and we are as a nation what we are as individuals.

* * *

This matter of gold exports seems to puzzle a great many of us. We have been educated to regard the gold reserve in the treasury as the Alpha and Omega of all financial credit. It has been pointed out by both Foster and Carlisle that a diminution of the hundred million limit meant national bankruptcy. Foster declared

he might suspend payment after the limit was reached, and Carlisle said he would resort to silver. Both these statements did incalculable mischief.

* * *

As a matter of fact gold, like water, is constantly seeking its own level. Let the Bank of England raise the rate and immediately the stream flows to London. When it lowers the rate out it goes again. The rate is regulated by supply and demand. If you send a hundred thousand Americans across the pond for the summer, each one carrying a bill of exchange for \$5,000, the banks in London will need something to pay them with, and as our crops are not ready we naturally have to send the yellow metal. Corn, wheat, oats, iron, cotton would do just as well, only we don't happen to have them handy. In a little while all the travelers will be home and our crops will go out. Then the stream of gold will flow our way again. Already the outward movement has ceased. It will be noticed in the following that the exports this year are about on a par with '91:

Exports of gold from Jan. 1 to date	\$85,459,289
Imports the same period	. 18,8 58,8 11
Net exports	\$71,600,978
Net exports to date, 1898	. 17,070,868
Net exports to date, 1892	51,462,586
Net exports to date, 1891	. 71,789,987

These figures themselves are merely interesting as an illustration that the gold reserve in the treasury is something that rises and falls the same as the gold stock in the Bank of England. The condition of the reserve, therefore, ought not to be the cause of a panic, as it was under Foster and Carlisle.

New York, August 9, '94.

Art in Advertising:

DEAR SIRS: Allow me to compliment you on your well written article as to average earnings of '92-'98-'94. It hasset me "thinking," and I have no doubt it will touch a tender spot in other advertisers.

This one article in itself is more than worth the yearly sub, price. Give us more such. Sincerely yours,

D. MARKS.

Kindly mail July number ART IN ADVERTISING. Someone has ——— mine.





ONCE knew a small boy who became afflicted, as most of us do at some time in the days of our youth, with a rabid propensity for answering advertisements. Magazines and newspapers were sought out and carried off to the privacy of his own den and many hours spent in poring earnestly over their advertising columns. Postage stamps and dimes were in active demand, and the coming of that faithful functionary, the postman, watched with feverish interest; in fact, the latter was usually met at the corner of the street and induced to hand over his booty then and there, for the small boy was conducting his correspondence on the quiet -the usual way-and had excellent reasons for keeping his secret from a lot of mischievous brothers and sisters. But, alas! one day he inadvertently left in their way a sheet of note paper upon which he had carefully pasted a patent medicine ad. running as follows:

"Good Morning, Friend!
Does your head ache?
Is there a bad taste in your mouth?
Have you a pain in your back?
And sometimes in your side?

Is there a buzzing in your ears?" etc., etc., winding up with the usual assertion that if the reader be thus afflicted he needs a bottle of the advertiser's unparalleled Liver Lubricator, a sample of which will be sent him upon request.

Written beneath the above, in the small boy's choicest chirography, was the request for a sam-

ple of the Liver Lubricator. Next morning, when the little fellow entered the breakfast room, he found the entire force of brothers and sisters assembled at the table and was greeted by the eldest with a solemn "Good morning, friend."

"Does your head ache?" gravely inquired the next.

"Have you a pain in your back?" queried the third.

"And sometimes in your side?" chimed in the next,

"Is there a buzz—" began another, but he got no further, for their victim, with his face flushed scarlet, gave them one parting look of indignation and fled from the room to hide his mortification.

Maternal intercession brought him a certain degree of comfort afterward, but could not save him altogether from the sly inquiries after his health and the solemn "Good morning, friend," with which he was greeted for several weeks to come, and which doubtless had the effect of putting an effectual damper on his propensity for answering advertisements.

WE clip the following little editorial outburst from the Washington Bee (colored):

The tinkering over the infamous "Tariff Bill" is done, and one of the most disgraceful blunders that was ever recorded in the annals of Ameri-

can history has mounted the horizon of a retarding progress.

"Retarding progress" is something of a poser and reminds one, vaguely, of the old problem of the frog who took two jumps forward and one backward in his effort to reach a given point.

THE following story is not only funny, but in being funny constitutes an event in the history of the *Drawer*, and for these reasons we consider it worth republishing.

After Mr. Scadds left the station he experienced a severe shock upon discovering that a packet of bank notes, which he was taking to the city, was nowhere about his person.

He must have left it in the Pullman car.

- "I'll go to the superintendent's office and make my loss known," he thought; and he did. "I left a package containing \$5,000 in bank notes in a Pullman car, not half an hour ago," said Mr. Scadds to the officials.
 - "Which train?"
 - "The one which arrived at 9.15."
 - "Have you your Pullman check?"

Fortunately he had, and this enabled the superintendent to send for the conductor.

He soon arrived, for he had not yet finished the report of his trip, and was still in the building

- "Conductor," said the superintendent, "did you see anything of a package left in your car?"
 - " No. sir."
 - "Porter didn't turn anything over to you?"
 - "No, sir."
 - "Bring the porter here."

He was brought.

- "Did you see anything of a small packet after the passengers left your car?"
 - " Yes, sah."
 - "You haven't turned it in?"
 - "Why, no, sah. It was a lot of money, sah."
 - "Precisely. Where is it now?"
 - " Here, sah."

It was produced from an inside pocket.

Mr. Scadds' eyes brightened when he saw the roll. "That's it," he exclaimed. He counted the money, and it was all there, the entire \$5,000.

"Look here, porter," said the superintendent, severely, "I want to know why you did not bring the package to me the minute you got your fingers on it."

"Why, sah," replied the man, with an injured air, "I s'posed de gemman had left it for a tip, sah. That's why, sah."

A SINGULAR variant of the sandwich man, a sort of revised edition, so to speak, has been turned loose upon the streets of Washington by a local shoe dealer and is well worth describing. He is a youngish man and wears, instead of the faded and shabby attire of the regulation "sandwich," a very respectable suit of black, with a frock coat and high hat. Beneath his arm—one of his arms, I should say—is carried a small, flat parcel, a "genteel" looking parcel, suggestive of a recent purchase at Brentano's, and as he walks briskly toward you, on the avenue, he looks more like an abstracted family man on his way to dinner than anything else.

There is absolutely no oddity in his attire which is calculated to attract attention; nothing singular in his figure, his gait or the cut of his hair. His features are not deformed, and yet there is an intangible peculiarity about his face, whether artificial or natural I couldn't make out, which impels every passerby to turn and look back at him. In doing so they discover a good-sized placard pinned to his coat tails, and advertising the aforesaid shoe dealer; but, even then, so respectable and ordinary is the man's appearance, that one's first impulse is to run and tell him of the trick that has been played upon him.

It is really quite marvelous, when you come to think of it, and the shoe man is to be congratulated upon striking an idea so original and noticeable.

A SUGGESTION TO BOSTON SOCIETY.

N polite Tarahumari circles a guest terminates his call by arising and saying "Permit me to go and warm myself," whereupon the one who has entertained him replies "All right; go and warm yourself."

"ORDERS PROMPTLY EXECUTED" is the somewhat superfluous assurance added to an undertaker's advertisement. The undertaker whose orders were not promptly executed would probably be compelled to go out of business in short order.



appeared recently in the Cornhill Magazine, and is, in its way, rather good:

"I drive jolting over tramway lines, under elevated railways, between piles of snow as high as the early walls of Rome. I see an unmistakable Irish policeman, in a helmet with a turned down brim, regarding with admiration a colored lady sauntering through the slush of the sidewalk in goloshes. We are nearly smashed by a cable car slinking along, ringing a funereal, clanging bell. I see a disused lamp-post, with a dark-red letter box fastened to it, next, a tall, black electric light pole. On the lamp-post I read, on one side, Fifth avenue; on the other, East Twenty-sixth street. On the top of a huge building there's a huge sky sign advertising certain cigarettes. On the face of it three large clocks tell the time in London, New York and Denver. As we jolt past, up Fifth avenue, I read on a board, "Oh, Mamie, won't you take your honey boy to see Peter F. Dailey in 'A Country Sport?'" This is New York."

MR. C. ARTHUR PEARSON, the young London editor who evolved the once popular "missing word" competition, in an interview with the representative of *The Sketch* tells the following interesting story of the rise and fall of his successful scheme:

"About a year before the missing-word competitions began I was inundated with advertisements of counting competitions. The competitors were requested to count the number of 't's or 'd's' in a passage of Scripture, or the dots in a pictorial box of oranges, and send the result to the advertiser with a shilling postal order. I saw that an element of fraud entered into these competitions, and I determined to start a counting competition in which all the money subscribed should be given to the people who had won it. I did so, but quickly discovered that either a large number of people sent in correct answers, or that the problem was too difficult for any one to solve it. Accordingly I changed the competition to a missing-word contest. At first very few people took any interest in it, and it was not until ten months had gone that public attention was widely called to the competition. Just then half a dozen competitors received £73 each, and immediately the furore commenced. Every week the number of contestants doubled, and the last week of the competition the 'poo amounted to no less than £40,000 in the thi papers in which I had these contests running During the whole run £175,000 was subscrib and divided among the winners. rather curious fact that, though some two h dred papers published in the British Isles i tated my idea, the amount subscribed collectiv to their pools by the public did not reach c fourth of the amount sent in for mine."

"THE expenses must have been enormous remarked.

"They were," assented Mr. Pearson. "I ing the closing weeks I was paying £500a w in wages—500 women at £1 each per week. sales ran up to 1,250,000, and I was put to e mous expense in getting out sufficient copie: had eight printing firms working night and and you know what that means. I should I been able to meet the expenses by the increase revenue from advertisements but for the

that nearly all my advertisements were 'contracts,' and, accordingly, I could only obtain the price agreed upon."

"And the result?"

"When the thing fizzled down the circulation was about 40,000 copies a week higher than it was when the craze commenced. I think, however, this increase would have taken place in the absence of any such boom, so I am justified in saying that the missing-word craze did not add a single copy to the circulation."

All the world knows how this extraordinary mania ended. Fortunately for the reputation of the paper and its intrepid editor, the enormous sum of money which had been impounded was satisfactorily distributed among those who were entitled to it, and thus concluded one of the most exciting epochs in the history of British journalism.

THE WATCH THAT NEVER CAME.

NE Josiah Hughes, of Union, Iowa, complains as follows in a letter addressed to the "Mayor of Washington:"

"I wish to A 11 "



J. B. WALKER, of the Cosmopolitan Magazine, gave the workingmen employed on the new building being erected in this village, a grand dinner on Wednesday. The workingmen did full honor to the complete spread.—Tarrytown Press Record.

The new Cosmopolitan building is so far advanced that by the 10th of September the removal from New York will be finally effected, and the presses in the new building will be in running order.

Mr. Walker has chosen his location with admirable appropriateness. It is entirely fitting and proper that a building which is destined to do much for American art and American letters, should finally be established in the birthplace of the first of our American literateurs. For here was the home of Washington Irving, and "Sunnyside" is within easy distance.

The new home of the Cosmopolitan will stand comparison with any building ever erected for a mercantile purpose. It unquestionably goes even farther in its artistic features than any building we know of, with the possible exception of the Metropolitan Life building in New York. The grand staircase of the latter, when its beauties are fully made known, will be one of the great sights of New York. The central staircase in the new Cosmopolitan building will, however, rival it from a purely artistic point of view, inasmuch as the treatment is less garish, purer and more classic. Although the building is only two stories high, the ascent is gradual by means of four stairs, each one landing on successive platforms. Coming into the building proper a great dome rises over the staircase and rows of columns encircle the corridor. On the walls of the corridor are arranged the library and books of reference. An attendant awaits the visitor at the head of the stairway and conducts him to any of the business or editorial rooms he may desire; the latter lead off from the grand stairway. rooms are large and excellently arranged. Open fireplaces impart an air of cheerfulness and comfort to the sanctums, and the view from the windows, embracing as it does the whole of Tappan Bay and the Southern Gate of the Highlands, is an inspiration in itself. It is well worth a visit.

The building is nearly 200 feet long, and the

view in every direction is one of surpassing beauty. If there is any virtue in the influence of artistic surroundings, great natural scenic beauty and literary tradition, then is the Cosmopolitan favored indeed.

Every mechanical device that human ingenuity can suggest for the manufacture of a firstclass magazine, at a reduced cost, has been embodied in the plans of the new building. There are fireproof vaults for manuscripts, fireproof vaults for engravings, fireproof vaults for books and a fireproof vault for benzine. Absolutely nothing seems to be lacking. There is a Pressroom, a Composing Room and Electrotyping Room, a Bindery and a Photo-Engraving plant. Paper is delivered on an inclined plane direct to the pressroom from the cars. railroad has provided a special siding. Nor has the comfort of the workman been overlooked. The men have a clubroom neatly furnished, in . which they can find rest and recuperation during the noon hour. It provides also a cooking stove. The women have similar provision. Every imaginable convenience has been placed at the command of the management, and this new departure of Mr. Walker's bids fair to realize his highest expectations,

It is designed eventually to place in the fiftytwo panels on the outside of the building, an example of the best work by the leading sculptors of the world. When completed this feature will cause the new *Cosmopolitan* building to rank with the famous creations of modern architecture.

LAST CALL IN VEGETABLE COOKERS! is the headline of a Washington newspaper advertisement, smacking somewhat of the dining car.

How does your advertisement compare in point of excellence with those surrounding it?

THE Brook's Crystal Soap sign, displayed by the grocers, is very effective and businesslike.

For ways that are dark and tricks that are foxey Commend us to fellers like Jacob S. Coxey.

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THE September magazines show very little that is new in their advertising pages. The fall advertising has not yet fairly commenced, but another month will probably bring out both fresh designs and new advertisers.

The Boston *Journal* gives a substantial page full of facts regarding its circulation, in *Harper's*, and there is also a new and attractive page by the Cleveland Baking Powder people, and, as a matter of course, another from N. W. Ayer & Son. Many of the well-known advertisers who usually occupy large spaces are represented

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The can bake, she can broil, she can fry:

Ne'er a cake does she spoil, nor a pie.

The's perfectly neat.

Her temper is sweet,

And this is the reason why:

She uses.

this month by more modest announcements, but they do not drop out altogether, which is very wise of them. When once you begin to advertise don't let anything stop you; this is a good rule to keep before you.

A VERY nice looking half page in the same medium is that of the Pairpoint Manufacturing Company, advertising one of their silver novelties. The Everett piano has a good half page which has appeared before. There is a new design, half page, from the Dodd's Advertising Agency, which strikes us as being rather "patchy" in arrangement, although quite good otherwise.

The Cottolene drawing is not good; not up to their usual standard.

Beardsley's Shredded Codfish half page is striking, and so, too, is that of the J. L. Mott Iron Works. Another good looking half page is that of Spaulding & Company, Chicago (gold and silversmiths). The Rubifoam half page is one of the prettiest of the month.

A pretty quarter page is used by Allen B. Wrisley, perfumer, Chicago. Simpson, Hall, Miller & Co., of Wallingford, Conn., have a tersely expressed and rather striking quarter page in the interest of their "Long Wear Silver Ware."

THE Great Rock Island Route has a new full page design in *Scribner's*, which might be improved by giving their cherubs a little more chin; otherwise it is a very creditable page.

The Ypsilanti Underwear occupies two pages with a list of their representatives throughout the United States.

A quarter page with a very pretty illustration is that of the A. C. Barler Manufacturing Company, of Chicago.



A GERMAN ADVERTISEMENT.

THE Tadella Pen Company's page in Scribner's is not so good as one I saw last month in the Atlantic. Lundborg's new page design is attractive, as these announcements usually are.

ATTRACTIVE quarter-page designs are used by the Scientific Suspender Company, the Coronet Corset Company, the Electric Heat Regulator Company, Wm. M. Taylor's Mantel and Grate Company and the Bridgeport Wood Finishing Company, respectively.

GERMAN advertisements, like German shoes, are good but not handsome. The *Illustrirte Zeitung*, a weekly publication of Leipsic and Berlin, displays a number of very prosperous looking advertising pages, interesting no doubt to the native, but singularly ugly and heavy in their appearance. Cuts, as a rule, are of the most primitive and wooden variety, though now and then an advertiser, doubtless quite by accident, manages to secure something more modern and attractive. (See reproduction.)

It is curious to run across an American com-

modity advertised in the German publications and adopting, probably on the principle that in Rome one must do as the Romans, the same clumsy style of display.

One of the best page advertisements that has appeared recently is that of Armour's Extract of Beef—a dinner scene, a very pretty drawing.

THE effect of a good advertisement may be considerably marred by the close juxtaposition of another announcement, which, by reason of its subject matter or some peculiarity of make-up, is calculated to detract from the other. Or very possibly they are both good advertisements, and each loses something of its effect by an unfortunate placing. A recent instance of this kind is that of two mantel advertisements which occupied a half page in one of the magazines and presented to the public view almost identical designs. The effect was rather funny, and, of course, not at all what the advertisers had intended it should be.



FROM THE SKETCH.

AMONG English advertisers Elliman, Sons & Company, of Slough, are putting out a good deal of work in behalf of "Elliman's Universal Embrocation." Samples of their announcements show some very good drawing, but a vast amount of bad arrangement and lettering.

THE PICTURE MAGAZINE is the newest illustrated publication which has come to our desk. It is virtually a magazine of stories without words. It is made up of selected pictures from all parts of the earth, illustrating every phase of human interest. The quality of the paper is poor, and makes the plates print up thick, but the scheme has so much merit other-



FROM THE SKETCH.



AN ENGLISH ADVERTISEMENT.

wise, especially in its advertising possibilities, that it is worth while keeping an eye on it. It is conducted by Mr. H. P. Hubbard, who in this instance blossoms out as Mr. Harland Page Hubbard, and so effectually conceals his identity that we did not recognize him as the celebrated "H. P." Mr. Hubbard ought not to take liberties with what is in this case a valuable trade mark. He has unquestionably stumbled upon something with great possibilities, but much of his success will depend on its mechanical appearance. He promises, however, to improve as he goes along.

THE typewriter on the field of battle is a curious sight.—Exchange.

Next thing we'll be hearing that the typewriter is mightier than the sword.





RETAIL advertising, in most lines of business, is likely at this time of year to be devoted exclusively to clearing sales. The past month has witnessed a decided falling off in advertising of the purely local variety, but it is simply the lull before the storm and a few weeks more will find us in the midst of the busiest season of the year. There is already a very audible hum along the track of trade, indicating the approach of the Business Express, with a big head of steam on. You want to be ready for it when it gets here.

By the time this issue of ART IN ADVERTISING reaches you we expect to see the newspapers teeming with the announcements of new fall goods; and, despite the earnest efforts of the advertising expert, advertisers will go on doing pretty much as they have in the past. Men who have put forth good announcements will continue to do so, while the perpetrator of the following choice announcement will probably give us many more similar to it and never dream that he could do something better:

ALL MEN ARE LIARS

Taking one consideration with another. No man can deny the proposition and keep himself in line with the accepted things of to-day from a strictly orthodox standpoint.

LET GO

Orthodoxy, heterodoxy, your doxy, or my-doxy, and you'll find yourself standing upon the broad principle of RIGHT, the basis of which is TRUTH. And if TRUTH does not prevail, then all things said and done are as "sounding brass or a tinkling cymbal." We SELL READY-TO-WEAR CLOTHING, &c., &c.

An advertiser of the objectionable, longwinded variety gets off the following bit of cheap argument, with a view, apparently, to pleasing the women folks:

"Women are much wiser than men are on many strong points. They watch the newspapers, read the advertisements closely-note carefully the places where bargains are offered-know a bargain when they see it, and buy it if it is NEEDED-otherwise, pass on. Would you do likewise, Mr. Man? Not a bit of it! If you chanced upon an article that was cheap you'd buy it, simply because it was cheap, and not because you had any particular use for it. Men may think it strange that we thus dilate on a woman's superiority of judgment, when our business is that of manufacturers and dealers in articles of wear for MALES ONLY-but experience of many years has taught us that women are the best judges of material and make-up, the shade most becoming, and the style best suited to the manand nothing pleases us more than to see a man enter our establishment with a female companion-whether she be his mother, wife, daughter, sister, or sweetheart-we then know that that man will not leave the place without being becomingly dressed in a suit of good material, and perfect fitting."

A woman buys an article "if it is NEEDED," does she? "Otherwise, passes on?" And a man buys things because they are cheap, forsooth—not because he needs them? Well, maybe it is that way; we are open to conviction, but have always been under the impression that it was "the other way around."

NEXT to using an attractive cut in your advertisement the surest way to catch the public eye is to use a striking headline, or to make the opening words of your announcement of peculiar interest. "CALL YOUR WIFE," says a retail furniture dealer, in vigorous capitals, "I WANT HER TO READ THIS," and his advertisement was by far the most striking on the page where it appeared.

Here is another which is likely to attract attention—although I doubt if street-lighting statistics would be likely, as a rule, to interest people who are looking for an old clothes emporium. Still, the advertiser has the right idea, and I approve of his originality:

IT COSTS \$210,453.86 TO LIGHT THIS city every year, but it will only cost you I cent for a postal to investigate the enormous rates we pay for gent's discarded garments.

In a newspaper the other day I noticed the elaborate announcement of a local butter dealer, and my eye, running unconsciously along the line "Delicious Creamery Butter," encountered, in the adjoining column, the unappetizing suggestion "Real Hair Switches at reduced rates, for this week only."

Now and then I see one advertisement overtopping and completely annihilating every other announcement in its immediate neighborhood. It may be by reason of its superiority, but oftener it is because of its big, black, ugly aggressiveness, and you can't help yourself.

In the Boston Gazette I noticed the other day the advertisement of a whisky—the Cutter brand—which I thought rather striking. It was a half-tone reproduction of a boat under full sail, and was wonderfully well printed and effective for a newspaper half-tone.

ACCORDING to the Argonaut there has been, during the past eighteen months, an almost unprecedented mortality among newspapers in this country. In New York State alone, it is said, two hundred and seventy-three newspapers suspended between June, 1893, and June, 1894.

So unusual a death rate is doubtless attributable to the recent hard times, and, by the same token, with the return of prosperity we shall see newspapers springing up, like mushrooms, on all sides of us and nothing daunted by the untimely ending of those that "went before."

WE clipped the following from the Malden (Mass.) Evening Mail:

(25 CENTS WILL BUY A WIFE)

Or a mother a bottle of Dr. Jones' Colic Cure at any drug store.

We presume the price of the Colic Cure to other members of the family is 50 cents.

SPEAKING of displaying small articles in bulk, a drug store which rejoices in four large windows, has made a rather striking display lately by filling one entire double window with boxes of infant powder, another with rubber combs, the third with patent braces, and the fourth with a new-fangled roach powder. The effect is more odd than beautiful.

FOR certain lines of goods the booklet is an excellent advertising medium. If a household article is to be advertised in this way the contents of the booklet, aside from the advertisement, should be made of interest to the children and their mother; something that they will feel tempted to keep, either because it is useful or amusing, or both.

Augustus Harris, the well-known theatrical manager of London, is said to be the best advertised man in that city. Mr. Harris, being in the line of promotion, was recently knighted, a proceeding which has given rise to considerable talk and which was even said to be a democratic trick to cast ridicule upon the nobility—but this is not so.

The Iron Trade Review mentions mong other facts, pointing to a general revival of business all over the country, the record of orders for boilers, as reported by the leading makers. This is an indication of increasing activity in all manufacturing lines. Mention is also made of the considerable amount of figuring being done on architectural work.

Some of the posters used by the magazines this summer have been very charming, notably those of *Harper's*, *Lippincott's*, the *Century* and *Scribner's*.

A FINE lithographed poster, from the press of G. H. Dunstan, Buffalo, is that of The Oliver Chilled Plow Works, South Bend Ind. This is a good, practical poster, built for business; it is well drawn, clean and bright in color, and withal a good advertisement for both houses.

THERE seems to be considerable rivalry now-a-days in the chewing-gum field. One brand is



rejoicing in an elaborate window display in one of the leading drug stores of Washington. A gum capitol occupies the center of the space and is surrounded by gum steps and gum terraces, most wonderful to behold. It makes a very pretty window display.

A LARGE dry goods firm has been recently publishing, with its daily newspaper advertisement, a simple diagram of the streets, with the headline, "How to Reach our Store." This is not a bad idea.

THERE is an increasing tendency among advertisers to use the lithographed show card. At no time do I remember to have seen such a number and wide variety of these cards in use as at present, and they are no longer confined so exclusively to the cigar and tobacco trade as was formerly the case.

A handsome show card is undoubtedly an effective and very attractive method of advertising, for certain lines of goods. I have in mind several designs which have recently appeared and which are very clever indeed; but want of space will not permit a detailed mention of them this month.

THE SEPTEMBER MAGAZINES.

Scribner's Magazine for September is an interesting number. There are some of Reinhart's charming illustrations accompanying F. Marion Crawford's Bar Harbor contribution. Stories by Herbert Laws Webb, Thomas Nelson Page and Gaston Fay, respectively. Octave Thanet's contribution, "The People of the Cities," is illustrated by Albert Sterner.

There is a poem by Harriet Prescott Spofford, a continuation of the interesting article on Tarahumari life and customs, and a dozen other good things which want of space forbids our mentioning.

Lippincolt's presents the usual novelette, this time from the pen of Mary A. Denison. Hjalmar Hjorth Boyeson is represented by an article on "The Evolution of the Heroine;" W. T. Larned discourses in an interesting manner

upon "Headlines," and there are poems and short stories by various other well-known writers.

Harper's Magasine for September is a delightful number, both from an artistic and a literary standpoint. The short stories are contributed by Owen Wister, Mary E. Wilkins and W. E. Norris, respectively, and there is part 1st of an "Idyl of Narragansett Pier," by Branden Matthews.

Mr. Smedley's illustrations of Charles Dudley Warner's story "The Golden House" are charming. Mr. Smedley's women are pretty and his men manly and they always look well-bred and elegant, as Mr. Warner's people should look. Illustrations of this class are not always so satisfactory, in fact they serve, very often, to lessen one's interest in the story.

A NEW annual, devoted exclusively to street railway interests, has been established and the first issue put forth by the Street Railway Publishing Company.

THE ORIGIN OF "DEADHEAD."

FIFTY years ago the principal avenue of Detroit had a toll-gate close to the entrance of the Elwood Cemetery road. As this cemetery had been laid out some time previous to the construction of the plank road, it was arranged that all funeral processions should be allowed to pass along the latter toll-free. One day, as Dr. Pierce, a well-known physician, stopped to pay his toll, he observed to the gate-keeper:

' Considering the benevolent character of our profession, I think you ought to let us pass free of charge."

"No, no, doctor," replied the man: "we can't afford that. You send too many 'deadheads' through here as it is."

The story traveled, and the word become fixed.—Stageland.

Apropos of the above, it is pertinent to remark, that the deadhead, so far as ART IN ADVERTISING is concerned, is an unknown quantity. ART IN ADVERTISING is conducted upon a purely business basis and the subscription price is \$1.00 per year.

ROBERT GAIR.



HE part which paper goods have played in advertising is one of great importance. The consumption of dry goods boxes, in which laces and fine articles are packed, solves not only the problem of neat package delivery but bears on its face

an artistic advertisement which never offends and which is always agreeable. It will doubtless surprise many persons to learn that the manufacture of this and kindred articles, running the whole gamut from ice cream to whisky, is a business of stupendous magnitude. There was a trust formed for the control of this great, big industry, but instead of the dog wagging the tail, as is the custom of the trusts, the tail has wagged the dog. What John Good is to cordage, so is Robert Gair to the paper box trade. All the combinations on earth without Gair in them will amount to nothing. His factory in Brooklyn covers a whole city square, and is filled from garret to cellar with new and special labor-saving machinery, designed, built and created for his business alone. More than twenty five machinists are constantly employed, devising and building machinery to manufacture goods sold by this firm. This alone gives a better idea of the vast magnitude of Mr. Gair's business than any other statistics we can think of. The moment an article is placed on the market by him, and its sale becomes an assured certainty, special machinery is at once built and erected for its manufacture. enormous first cost is never regarded. Andrew Carnegie, a brother Scotchman, Mr. Gair has realized that the most expensive thing on earth is human labor. Working on this same theory, Gair has accomplished in the paper box business what Carnegie has in the iron business. It is safe to say that few organizations in any line are more complete, more thoroughly equipped, or enjoy greater financial facilities than those possessed by the house of Robert Gair.

Mr. Gair is an Edinburgh Scotchman by birth.

He founded and built up this vast business alone. Early in the seventies he was associated with the Hon Geo. West, of Balston Spa, whom the Sun delights to call the "handsomest man on earth." I met the Honorable member from Saratoga on the Southwestern limited the other day, and he immediately lapsed into a reminiscent mood.

"Bob," he said, "is a millionaire. I remember the time, back in the sixties, when I got a letter from a firm in New York, who wrote asking if I knew anything about Robert Gair. I wrote back that I didn't know anything at all. I was in town a few days later, and a representative of the firm came to me and said "We understood that you are selling Mr. Gair a great lot of goods." "Yes," said I, "he owes me about \$25,000 just now." "But you said you didn t know anything about him." "Well, neither I do, but he has my confidence-I like him and I believe in him, and I am willing to back my judgment-but I don't know anything about him." The man left me with a rather quizzical expression on his face, saying "It's darned funny that you let a man have \$25,000 that you don't know anything about," adding "I guess I'll let him have all he wants, too." Soon after Mr. West formed a co-partnership with the young man to whom he had taken so strong a liking and the firm became Gair & West. It was dissolved in 1877 by mutual consent, and with that exception Mr. Gair has always been the sole proprietor of the entire business.

Mr. Gair is a distinguished member of the 79th Regiment and is a veteran of the Civil War. He entered the war as a Sergeant, was promoted to a Second Lieutenancy after the battle of Bull Run, First Lieutenant in South Carolina, and Captain in front of Fredericksburg. He was in command of his regiment at Spottsylvania. Out of 1,100 men of this famous regiment who went to the front less than two hundred were left to be mustered out.

Mr. Gair is the proud possessor of a gold medal, presented by the 79th, on which is inscribed the names of seventeen general engagements in which he took an active part.

Mr. Gair is still in the prime of life, is a man of impressive personal appearance, and as the chief exponent of advertising by means of manufactured paper goods, is known to nearly every merchant in the country. The firm employs forty salesmen besides having branch offices in leading cities.

WALTER BESANT is responsible for the following cynical views of life: "Out of ten men nine are born to work for the tenth. Resolve to be the tenth. Without trampling, the cleverest can not get rich. The consolation of those who fail is to depreciate those who succeed. The greatest things are done by the greatest fools. Wise men never attempt anything. When you lose a leg begin at once to practice with a wooden one. Men's motives are mercifully hidden by their shirt fronts. Observe moderation in all thingsespecially in virtues. The best way to make a man honest is to make him ashamed of being found out. There may be pride even in confessing mistakes. Everybody says that gentle birth is an accident, and everybody treats it as an achievement. The most charming attribute of friendship is the right of candor."

HARD TIMES, INDEED.

NTERING a millinery establishment the other day I found the entire force of salesladies congregated in a circle near the doorway, and busily engaged in doing fancy work. None arose at my entrance, but the six crochet needles reluctantly suspended operations, and six pairs of eyes were turned upon me with a "What-is-it,-ma'am?" air that spoke louder than words. I humbly stepped forward and mentioned to the entire circle the article I wished to purchase.

"Haven t one in the house, ma'am," came the answer in concert, and with the precision and promptness of a chorus in a comic opera, and before I could turn away the crochet needles were making up time and the six young women wearing an expression of relief refreshing to behold.

A USE FOUND FOR IT AT LAST.

Editor of PRINTERS' INK :

One night last week I went to see "Uncle Tom's Cabin" as performed by a traveling troupe in a nearby town. After Eva had finished reading the Bible to Uncle Tom, she said to him: "Now, Uncle Tom, put the good book away," and as Uncle Tom was closing the book I had a good view of the cover, and it was a copy of the American Newspaper Directory for 1893. The old man put it away with great reverence.

SAYS a London correspondent of the Critic: "It is reported around publishing circles that a millionaire, who is by now familiar in the ranks of London journalism, has conceived a scheme for practically absorbing the book trade altogether. This scheme, it is proposed, shall take the form of a vast publishing syndicate, which shall, by the size of its offers, draw to it all the literary talent of the country and so supplant those reputable firms whose foresight discovered the genius of the unknown author long before the unliterary millionaire was known in the land. The plan is doomed to failure, but it will not be relinquished without an attempt. It is said that there are two men, and two men only, in London, whose influence this millionaire considers necessary to the success of his undertaking."

The millionaire referred to is undoubtedly William Waldorf Astor.



HE GOT IT.

He said "What he wanted"
(The day bein' hot)
"Was to strike somethin' cool,
He didn't care what."

GENTS half soled in 10 minutes.
Heeled in 5 minutes.
Ladies and Gents repaired while you wait.
This is the curious sign in front of a small cobbler shop.

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If Chicago doesn't prosper in the future she at least cannot deny that she has had a Fair show.

SOME of the advertisers represented in the newspapers, magazines, street cars, etc., might spend their vacation time to advantage in chasing up new ideas for use next winter.

THE attitude of the English lithographer toward the American poster is not in the least surprising. That he should feel altogether reconciled to the presence of so formidable a rival is more than could be expected.

WE rejoice to know, however, that the law permits the American poster to go where it pleases. We are firm believers in the wide dissemination of knowledge, and have no doubt that the presence of a few of our American posters in England will be productive of much good in that country. Heh, Johnny?

No LIVE advertiser enjoys seeing a competitor, or a business contemporary in other lines, get hold of a better idea or secure finer advertising designs than he does himself. It is this constant effort to "go him one better" that has brought up the standard of the illustrated ad.

INTERMITTENT advertising is about as unprofitable as intermittent fever—to the advertiser.

THIS is undoubtedly a season of gift-giving in connection with business. Retail dealers on every hand are making prize offers to encourage custom, and some of the methods adopted are very amusing and original.

THE dog days are beginning to make themselves felt: even business is cur-tailed.

WHAT with the doings in Congress and the doings out West we are not languishing this summer for want of excitement.

THE obituary column of the Washington Evening Star would do credit to the Philadelphia Ledger. Some of the poetical contributions to this part of the paper are truly awful.





ROBERT GAIR.

THE FIELD IN GENERAL.

ALTER BAKER & CO. are making great changes in their arrangements for next year. The daily papers will suffer by the new moves. Space in the family papers—papers that reach the women, such as The Ladies' Home Journal—will be very largely increased. Next to that will come religious weeklies, which news ought to gladden the heart of Brother Roberts, of Philadelphia. Purely secular papers, like the Police Gazette and The Outlook, will have to take their chances. The magazine, as usual, will come well to the front. Lithographic work may possibly be again favorably considered.

In regard to the report sent out lately by the Associated Press that Mr. Kohlsaat, late of the Chicago Inter-Ocean, had purchased the New York Times, we are in a position to say that there is no foundation for it. Mr. Kohlsaat himself is at present in Europe, and therefore cannot be seen, but in an interview with Mr. Greig, now advertising manager of the World, he states that some time ago several papers were offered to Mr. Kohlsaat, among which was the New York Times. How far the gentleman who made the offer was authorized by the proprietors to act for them he cannot say, but that was as far as the matter went, and no action looking to a consummation of the deal was taken or contemplated. Mr. Kohlsaat will soon return to this country, and will buy a paper, and when it is stated that he has one and a half to two and a half million dollars at his command to invest in such a property it will be easily seen he will have no difficulty in realizing his ambition.

Mr. Greig, who was associated with Mr. Kohlsaat as business manager of the *Chicago Inter-Ocean*, is now advertising manager for the *New York World*, and says he feels perfectly satisfied and happy in his position, and has no desire or intention of changing it for any other.

DOLIBER-GOODALE & WILSON have now occupied their new building on Atlantic Avenue, not far from the colonial outfit they formerly occupied on Central Wharf. There are four boys to carry your card upstairs to Mr. Wilson, and other arrangements have been provided for the comfort of the traveling solicitor.

JULIAN RALPH has been sent by the publishers of Harper's Weekly to the scene of the Oriental war. Frank Leslie's Weekly is represented by Mr.A. B. de Guerville, who has an advantage over Mr. Ralph in the fact that he has enjoyed a two years' residence in Corea, and is familiar with the language of the natives and the customs of Oriental diplomacy.

ONE of the most readable efforts we have ever received is the brochure entitled "One Hundred Years of Business," issued by W. H. Schieffelin & Co., New York, to commemorate the centenary of their existence in the drug trade.

It is not only a dry statement of chronological events; the narrative reads like a chapter from a colonial story. The progress of the firm's career brings us through the stormy period just after the revolution down to the present day. One must read it for himself to understand and appreciate the gradual development of New York as the great commercial center of the new Republic.

The old time merchant did not always confine himself exactly to the business in his line, but would take a "flyer" in any cargo that came along and looked cheap. Thus it was that the firm's advertisement in the Spectator of April 11. 1801, contained, among other items, "and 12 crates shop furniture." It is pleasant to note that the Schieffelins have always been consistent advertisers. Among the old bills which are reproduced in fac-simile we find some familiar names. Thus by the journal entry of October 25, 1810, we find that H. H. Schieffelin & Co. bought from Seth Low six double baskets Annall Hyspan. In June they bought from John Jacob Astor 164 bundles Capia sets, and from Henry Grinnell one bale senna.

This fact of a century's existence is in itself so rare an occurrence in this country as to attract attention on that score alone. And we are glad to note that it has been marked by a publication so full of interesting happenings as to read almost like a romance. What a wonderful field for the imagination the outlook for the second century presents!

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IN THREE MAGAZINES; ONE TIME.

BY WM. H. MAHER.

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A BOUT this season, one year ago, we were seriously considering whether we were not doing ourselves an injustice by reason of having no advertisement in the Cosmopolitan.

The phenomenal increase in circulation of this magazine, owing to the courageous cut made in the price, was something to carefully think about. The question was: Is the magazine going to new readers; to people who have not heretofore been taking the high-priced periodicals, or not? An advertiser is in search of an increased audience, not of two or more mediums by which to reach the same people. And magazine advertising is expensive and wasteful by reason of the fact that so many people are readers of more than one of these.

I have seen this point commented upon by some Doctor of Advertising, who passed airily and lightly over it by claiming that it was, on the whole, an advantage to the advertiser; that the reader would be the more impressed the oftener he ran across the ad. This may be excellent in theory and I remembered that the Doctor was simply dealing with the theory; but the advertiser has to pay the bills!

Considering the Cosmopolitan, it appeared to me that the low price would place it in the hands of a new constituency; that people who had never been able or inclined to take the high priced magazines would be drawn to this one, and, having begun, would continue to read it. Then it was not overloaded with advertisements, rates were low, and it seemed like a good time to make a start.

While considering these various points notice came of an immediate advance to be made in rates. This settled the matter; we concluded to try our luck in this new field.

He who is watching direct results from advertising must agree with me when I say that "luck" is the proper word to use. I doubt if the Witch of Endor, were she here, would venture to foretell what the result would be of any experiment to be made in the advertising field. Somewhere within the rules of science there probably remains yet to be discovered a rule of

three by which, when we have it, we can figure out in advance the exact result of every venture. But in our present benighted condition the only scientific way open to us by which we can learn the value of any advertising medium is to go ahead and try it.

I think we are all ready to admit that last fall was a rather trying time in which to test new advertising fields. But business had to be kept up in some way, and one good way seemed to be in expanding our advertising boundaries.

While preparing copy for the Cosmopolitan the question naturally arose: If it is wise to start with this magazine, why not try some others? The Century was carrying our ad.; why not try a flyer in Scribner's? Why not aim for another, and totally distinct, class of readers by using Leslie's Popular Monthly?

We had used Scribner's in past years, but not with profit. Perhaps this ought to have settled the matter for all time, but it did not. One wonders if, at that particular time, "all things did not work together for" harm, instead of good, and he questions if another effort may not show an entirely different result. Occasionally results are changed by a later trial, but this is very rare.

I envy the man who thinks his own judgment is infallible. He is saved many torturing doubts, and his pathway is quite smooth. He decides that a certain medium will not pay, so he never tries it. He can always give a good reason why the things that failed should have failed.

Thinking about Scribner's, I said to myself: Here is a magazine with a circulation, say, of 75,000. Every copy is kept a month, and is read by an intelligent and well-to-do class. Our goods are used in every household. Our name is fairly well known. If one out of every thousand who read the magazine would send us an order we would come out ahead. Would they do it?

When I was younger I would have answered with great promptness: Yes. I have enough white among my hair now to lead me to say: Let us try it and see.

Then came consideration of Leslie's Monthly. This is undoubtedly read by a class who do not buy the higher-priced magazines. It is claimed to have a good circulation, and there are times when we say to ourselves that our best trade comes from the ranks of those in moderate circumstances, such as we supposed were the readers of Leslie's. We decided to give that magazine a trial.

Now for results. In spite of all depressing influences our holiday orders were fairly up to those of previous years. Taking the next month after the appearance of our ads. in the three magazines upon trial, one fact was plainly in evidence: that the Cosmopolitan was right "in it." The answers and orders were immediate, and we noticed that a very large percentage of these were from salaried men; from people who were to be addressed care of some firm or corporation. We saw too that no mention was made of having seen our ads, in other magazines. This was fairly good proof to us that we had reached a new public, and it was a buying public. It was as widespread as the country, but peculiarly good in the West and Southwest.

We were able to say within a week after the magazine containing our ad. appeared that the Cosmopolitan was paying us. We can say the same to-day after a year's experience in its columns.

What about the other two? It is not pleasant to recall losses, but the story must be told. If it was because of the times, then the "times" had struck the readers of Scribner's and Leslie's very hard indeed. The orders were few and the net result was disheartening, though the amount involved was small. Briefly stated, the dollar we paid the Cosmopolitan brought us back \$3.94 in orders. The dollar invested in Scribner's gave us back 77 cents in orders, and the dollar in Leslie's, 72 cents.

Had we placed a common key on the three, and ran the receipts together, we would have looked at the total result and said: Magazine advertising pays. But keeping the three separate we can now say: The Cosmopolitan paid us; the others did not. It should be the constant aim of every advertiser, whose business will permit it, to get at just such facts regarding his own trade.

What does this teach? Nothing; absolutely nothing, to the man who is advertising for general trade or simply to create a general demand for his goods. Very little even to the mail order advertiser in other lines than ours, and perhaps a brighter man in our line might have shown better results in all three mediums.

But advertising is not yet an exact science, and we who are studying it under rather heavy expense for tuition may compare notes with interest and perhaps with some little degree of profit. Hence this story.

WM. H. MAHER.

Toledo, Ohio.

THE Golden Rule is recognized everywhere as the official organ and representative of the Christian Endeavor Societies. Its editor, the Rev. Dr. Francis E. Clark, founded the order, and all connected with the paper are more or less active members. With only a past of thirteen years to look back upon, it can well afford to be proud of its record. In 1881 it had a membership of 48, while up to July of the present year it had the enormous number of 2,023,800 names on its roll! A paper like the Golden Rule, that represents such a society as this, occupies no mean position, and its editorial and other pages show how zealously they endeavor to perform their mission. The extra Convention number. which they published at the time of the great demonstration at Cleveland, in July last, was a tremendous success. Many thousand extra copies were printed and distributed and the returns in new subscriptions have been very gratifying to the publishers. As an advertising medium we regard it as one to commend itself to those desirous of reaching the best class of readers in our land, and Mr. Geo. W. Coleman, their gentle but vigorous advertising manager, will readily respond to any inquiries in regard to space, etc.

If the management would only spend a little of their large income in providing a better grade of paper, not only would the typographical appearance be greatly improved, but their half-tone portraits would show up to much greater advantage than they now do, and the whole appearance of the paper would be enhanced 100 per cent.



IMPARTIAL.

- "They say Mrs. Smith loves her dog more than she does her children; do you believe it?"
- "No, never! I think she tries to be perfectly impartial."

THE RIVAL NEWS ASSOCIATIONS.

THE average advertiser in the newspaper does not always realize the immense sums of money which are daily expended in the collection of that indefinable merchandise known as news.

A runaway accident in the park is to the spectator an exciting incident; to the newspaper man it is a matter of merchandise worth so much money. If the occupants of the carriage are prominent that adds to the value of the item; should they be of national celebrity, that again increases its worth and raises it to the dignity of an Associated Press dispatch. There are two associations, one the United Press, of which Mr. C. A. Dana is president, Mr. Laffin, vice-president, and Mr. Phillips, business manager. The other organization is styled the Associated Press, of which Mr. Victor F. Lawson is president, Mr. Horace White, vice-president.

The United Press has for years been the only organization of its kind in the country. The Associated Press was formed about two years ago by members of the United, who had become

dissatisfied with the management of the latter, The United Press is a stock company which is practically owned by Mr. Dana and Mr. Laffin. The Associated Press is a cooperative company in which each member owns eight shares. The aim of the latter is to secure news at the lowest minimum cost to each member, there being no profits accruing from the sale of its merchandise; in other words, the Associated Press sells its news to its clients at a price based on the cost, and the more clients it gets the less the cost of its service to its members, it naturally being divided among a greater number of clients. It is claimed for the latter method that it insures better service, that the news is telegraphed without bias, and that the cost tends to decrease. The United Press, on the other hand, is a regular mercantile organization whose business it is to buy news cheaply and sell it dearly, and the present quarrel is the natural outcome of the feeling caused by the competition. For the present the United Press seems to do all the talking, and the Sun especially devotes considerable space to the discussion of its various ramifications.

THE following is part of an article copied by the Sun from the Rochester Union and Advertiser, which shows the present temper of the two organizations:

The Chicago organization styling itself the "Associated Press" is singularly unfortunate in many of its announcements. It made the Vigilant the winner of the first race, and subsequently confirmed the United Press dispatch saying the Britannia had won. It told of a cloudburst on the Canadian Pacific Railroad, which destroyed a Raymond & Whitcomb excursion train, and as thoroughly annihilated a party of select Boston people as the lamented Custer and his comrades were annihilated by Sitting Bull and his wicked followers. This large piece of exclusive news was soon found to be like Mr. Aldrich's delightful story, which ends with the declaration: "There is no colonial mansion across the way, there is no hammock, and there is no Marjorie Daw."

And so on to the extent of a column.

The Sun has not always been fair in its reports, as will be shown by the following paragraph:

CHICAGO, August 27.—Another move in the conduct of the Chicago organization styling itself the "Associated Press" was a raise of 50 per cent., which was made last week on all its Chicago members and clients.

It is said here that the step was taken for a double purpose-first, to narrow by a little added revenue the gap between the expenses and receipts of the organization in its warfare with the United Press, and, second, to promote the secret business schemes of certain newspaper owners by making as burdensome as possible the publication of certain local contemporaries. It is well understood that the Times, Journal and Freie Presse are stumbling blocks in the path of the controlling spirits of the Western organization, the Times as a penny paper, particularly since the late railroad strike, being a strong rival of the Record, owned by Victor F. Lawson; the Journal standing in the way of the success of John R. Walsh's Evening Post, whose position and business standing in the newspaper world are understood to be not entirely satisfactory to so keen a money maker as Mr. Walsh, and the Freie Presse being a menace to the monopoly in the German field that Washington Hesing has so long striven to establish. The story runs that there is a good deal of the wisdom of the serpent in putting up the price of the service in Chicago, because, it is argued, a general raise can now be safely ordered all along the line without having to meet the standing complaint that the smaller cities are compelled to pay high prices for their news, so that Chicago, which is big and able to pay handsomely, can be supplied at nominal rates. The large newspapers in the West are smarting under a condition of things which prevents them from exchanging news with their old allies in New York, as they had been doing for thirty years, on terms very favorable to themselves, and this, together with the increase in the price of news before a revival of business has fairly set in, will probably still further complicate the problem that is as replete with difficulties already as the vexed Corean question.

As a matter of fact, this advance was agreed

to voluntarily by the members, as was also the advance of 30 per cent, in the spring. Both these measures are what might be termed war measures, and are for the purpose of forcing the fighting in Chicago.

It is not only a purely business contest, but it also involves the deepest kind of personal feelings. In New York, for instance, the United Press includes the Sun, Herald, Times and Tribune, while the Associated contains the World, Post and Commercial Advertiser. Now, everybody knows how the Sun and the Herald love the World. How the Times and the Tribune love the Post and the Commercial. Dana and Bennett must surrender to Pulitzer or Pulitzer to them. Reid must beg quarter of Godkin and White or they from Reid. Imagine Cockerill walking up to Reid's office to square himself! Whew!

Something's got to happen and that pretty quick. This is no child's play. It is no long drawn out contest. The battle will be short, sharp and decisive. We think it is already nearing an end. In fact, from information in our possession, it is safe to predict a consolidation within six weeks.

It is, of course, a matter of practical impossibility to get at anything like an exact statement of the present condition of affairs in either organization. The United Press people claim that it is necessary to send out policemen with the first edition of the Herald in order to prevent a copy falling into the hands of the Associated Press representative, who will thus be enabled to telegraph their news to the West in time for the morning papers. The Associated Press, on the other hand, claim that the receipts of the United Press Organization are about four hundred thousand per annum, while their expenses are not far from a million.

The United Press retort that the other concern is on the verge of bankruptcy and under no circumstances can they hold out much longer. The main value of the present controversy to the advertiser is in revealing the vast sums of money which it is necessary to invest in order to produce a paper that is practically sold for a song, and that his business in a good paper is apt to share in all the benefit accruing from the outlay necessary to the production of a great paper.

THAT ST. LOUIS BILL-POSTING WAR.

BOUT two years ago the R. J. Gunning Co. started to establish themselves in St. Louis in such a manner as would give that city a place in what is known as the "Gunning System," which consists of a highly improved order of painted ads.on centrally located bulletins and prominent walls throughout a circuit of particularly important cities. firm had painted advertising signs in a general way throughout St. Louis from time immemorial; that is, when any of their patrons started in to painting towns, if St. Louis was included in the list, no trouble was experienced in putting up the amount of promiscuous work allotted to that city. But when the company sought to introduce there the improved class of highly artistic oil color effects, in specially prominent places, which had won such favor for the "Gunning System" in Chicago and other places, with peculiar inconsistency local opposition was savagely asserted in different quarters. Local sign painters, not understanding the motives of the company, were seized with fear lest their local gleanings should be wrenched from them, and with combined efforts proved more or less troublesome, until later they learned that the plant was calculated only as a part of the concern's general advertising business and made no aim at their local trade. But this knowledge of the object of the "Gunning System" later developed a more serious obstacle in the vindictive spleen of the local bill-posting concern, who had held a monopoly in St. Louis for twenty years. It was a monopoly dyed in the wool, a veritable octopus of the kind so much written of in anti-trust literature, with whiskers and keen, beady eyes, and great, far-reaching tentacles that hugged the whole town closc. Heroic attempts had frequently been made to establish competitive bill-posting plants in St. Louis, but their projectors one after the other had been squeezed until glad to quit and go away and let the octopus alone. And when Gunning came along with his "prominent-oil-color-ads-downtown" scheme the old octopus emitted a roar and forthwith proceeded to squelch him in the usual manner. It wouldn't do to let advertisers have any avenue of escape from the old billboards. If they wanted to do any out-door ad-

vertising in St. Louis they must be kept to the old order of things. This was the reasoning of the monstrosity despite Gunning's friendly overtures and argument that the two were not intended to and could not conflict as advertising media, but that they should work in harmony-"I'll paint 'em a few handsome signs at focali points that'll give 'em permanent representation in this market, and when they want to-'boom her up' on all the streets occasionally you post paper for 'em," reasoned Gunning. But no! "Gunning was to be 'swiped off 'en the earth'" if he made a move in St. Louis. Despite this seemingly inevitable fate, however, the concern proceeded to "move," and in a short time new, stanchly constructed boardings towered up in surprisingly bold positions around town and were soon painted with brilliant advertisements, the like of which St. Louisans had never seen before. The dashing pictures and designs interested everybody and were deemed wondrous works of art. But, alas, they had a sad fate; an indignant public one morning saw them besmeared over with black paint, and knew that the octopus had been busy over night. Being, by repeated examples of this kind, convinced of the impossibility of demonstrating the working powers upon the public, of his standing works of art in conjunction with periodical bill posting booms, in a fraternal effort with the St. Louis monopoly, and also seeing from observation and hearing from advertisers at every hand that the old service was far short of filling the modern requirements of such a city, Mr. Gunning concluded to establish a new bill-posting service there which would so excel the old as to win the patronage of all posters of bills, and at the same time cooperate with "The Gunning System" of "Painted, Powerful and Permanent Advertising." Accordingly the St. Louis Bill Posting Company was organized, and after a year's strenuous effort was healthy operation and enjoying of the patronage. The "Octopus" raged and floundered and ripped and tore, and if this animal had feathers it would be safe to say that the "feathers flew" during this time in a lively manner. However, an early sign of weakening was evidenced in an offer, on the

part of the octopus, to sell out at a figure of \$200,000. But the war continued: the St. Louis papers were filled with the battle news, and extra editions seemed in order. The whole city was aroused to a white heat of interest in the struggle, the balance of sympathy being at all times with the newcomers. The denouement has been that a card recently appeared in all the St. Louis papers, signed by the head of the erstwhile monopoly, announcing his intention to retire, thanking the public for past indulgences and recommending his successors. The purchaser was R. J. Gunning, through a representative; the price was less than \$100,000, and the successors, though the octopus will be allowed to "octopate" in its old name, are the St. Louis Bill Posting Company, Mr. Gunning evidently doesn't intend to allow such a troublesome little animal as a \$200,000 octopus to interfere with his plan of demonstrating to advertisers that bill posting needs the assistance of the "Gunning System" to make a proper out-door boom in a market.

PERSONAL MENTION.

THE wife of Mr. L. A. Sandlass, manager of the advertising of the Chas. A. Vogeler Company, Baltimore, Md., died very suddenly August 17th.

THERE are about the usual number of frauds in this city at this season working the country publishers to secure advertising, for which they not only pay nothing but swindle the people who answer their fraudulent announcements.

MR. Jos. J. DELONG, of Mayflower fame, has just returned to his desk after summering at Narragansett Pier. He is as brown as the proverbial berry and says there is a big business coming his way this fall.

MR. LYMAN D. MORSE, of Bates & Morse, has been spending the summer months at his handsome house at Twilight Park, N. Y., and it will be gratifying to his many friends to learn that he has gained considerably in strength and expects soon to be as vigorous as ever. His firm

report fair business and brighter outlook than for a long time past. They are specially encouraged by the reports and business received from their Mr. Blinn Yetes, now on his Western tour

Mr. Bright is in a quiver of expectancy, which means that he is full of enthusiasm at the coming of some large contracts which are on the eve of being consummated.

THE Silver Cross is steadily increasing in favor as an advertising medium, and we see no reason why it should not become one of the most influential religious papers of our day. It represents not only a large constituency, but a daily growing one and one capable of indefinite expansion as the recognized official organ of the international order of the King's Daughters. At present writing there are over four hundred thousand members in the organization, but at the rate it is growing all over the land no one can tell how soon another hundred thousand may be added to its roll of membership. There is no doubt these women represent the best class of American homes, and this is just where an advertiser wishes to speak his little piece. Mr. Page, the advertising manager, is at all times accessible to any one desiring to use the columns of the Silver Cross.

THE rather original advertisement of a merchant tailor gives a list of the number of yards of cloth, lining and binding required in making a suit for a boy of any age from two to sixteen years.

"THE most annoying thing in Russia," says a recently returned traveler, "is the press censorship. You pick up a magazine or a newspaper in the reading room, and in the midst of an interesting article you will find a few lines, a column or a whole page blacked out with a marking-pot. By no chance can you read anything which the press censor thinks unfavorable to Russian policies."

CORRESPONDENCE.

Lane's List,
SUCCESSORS TO ALLEN'S,
S. W. LANE & CO., Publishers,
Augusta, Me.

Augusta, Me., Aug. 24, 1894.

Editor Art in Advertising, New York.

DEAR SIR: The guaranteed circulation of Lane's List of Augusta is 250,000. This is simply the paid-in-advance circulation of the subscription list of the late Allen papers. It was not generally known that for at least several years Mr. Allen has run his papers on a credit system the same as country papers do, and has not insisted on subscriptions being paid in advance. He has taken advertising some seven or eight years, and, although a great number of advertisers would tell you if asked that he had a paid-in-advance circulation, he has never advertised to that effect; but has always told in his circulars that they kept their circulation paid up, and notices to that effect have for years appeared in his columns. It was his custom, and that of the corporation, to systematically collect these credit subscriptions, and so long as energy was put in it these collections were successful. When Lane & Co. bought these lists they received several hundred thousand credit subscribers. The credits ran all the way from a month to over a year and even up to two years. How large a proportion were good accounts was problematical, but there had been such a delay that it was considered best to just suspend everything but the paid-in-advance subscriptions for the first number. There is no doubt that the collections will show that a great many more than half of the accounts are perfectly good and the subscriptions will be renewed. In ordinary times the whole subscription list would be perfectly good on immediate collection. Under these circumstances there is not the slightest doubt that by the first of January the actual subscription list of the Lane papers will be over a half million. It cannot be otherwise. One fact I wish to call your special attention to-you do not pay a cent for anything except the actual paid circulation. The special editions which we intend to give have not been reckoned as part of our circulation, nor has a cent been charged to any advertiser for the free use of them. In view of the amount of money which is paid for the "million" circulations I think we certainly are treating the advertiser as well as anyone could be asked to do.

I write you this, Mr. Brown, with the full confidence that your sense of justice will show you that in "roasting" the Allen papers, as you did in your last issue, you placed our papers in a very awkward position with our readers. With no intention of criticising Mr. Allen, or the corporation which succeeded him, I can only say that we have no intention of following in the footsteps of the Allens in any way, There is no question that this list is a magnificent business in prosperity and that the peculiarity of closing up in the manner in which they did should not be used to prejudice any advertiser against us. I am not asking you the favor of a free reading notice, but I know that having unintentionally, to a certain extent, done us an injustice and injury you will feel perfectly willing to see the wrong righted,

and it certainly will be a great favor to us and one that will be deeply appreciated.

Very respectfully yours,

WALTER D. STINSON,

VALTER D. STINSON,
Advertising Manager.

[We print Mr. Stinson's letter, as it is a concise and business-like statement of the present situation. Mr. Stinson has long enjoyed a wide acquaintance among advertisers, and his new venture is regarded with interest. No one doubts for a moment that the new management will forsake the methods of the old, for the simple reason that bankruptcy is inevitable if they don't. Mr. Stinson shouldn't take it for granted that we must truckle to everybody and everything simply because we are a trade paper. No one wants to roast anybody here, but we ought to have the blessed privilege of free speech.—Ed.]

Office of The Northwestern Miller,

MINNEAPOLIS, Aug. 25, 1894.

Editor Art in Advertising, New York.

SIR: The following item is clipped from Printer's Ink for August 22d:

The Northwestern Miller, a trade paper, published at Minneapolis, and accorded by the American Newspaper Directory a weekly issue of exceeding 2,250 copies, the accuracy of which rating the manager will neither admit nor deny, is actually in receipt of an income of \$60,000 a year from advertisements. The correctness of this statement is asserted by Mr. W. C. Edgar, the business manager. It is generally understood that Mr. C. M. Palmer, long the publisher of the San Francisco Examiner, is the principal owner of the Northwestern Miller, and that it is the most valuable paper of its class in the United States.

The statement that the manager of the Northwestern Miller "will neither admit nor deny" the accuracy of the rating "accorded" that publication by the American Newspaper Directory is a deliberate and wilful lie.

In a letter to Printer's Ink, dated August 7th, and in another to Geo. P. Rowell & Co., dated August 18th (neither of which have been answered), the manager of the North-nestern Miller denied repeatedly and emphatically the accuracy of the "accorded" rating.

It denied some other things also; one of them was the divine right of Geo. P. Rowell to demand attention for his circulars under penalty of "according" those who preferred to do business independently of his machine an insignificant rating in the directory which does not direct.

If the Northwestern Miller is, as alleged by Printer's /nk, "the most valuable paper of its class in the United States," it is largely due to the fact that it pays no tribute to advertising agencies of the Geo. P. Rowell-Ripans Tabule-Printer's /nk-combination stamp.

Respectfully yours, W. C. EDGAR, Manager Northwestern Miller.

Digitized by Google

PEOPLE traveling in the Broadway cars have been attracted by the unique cards of the Owl Cigar Company setting forth the merits of the Robert Burns brand. On the good old principle of "honor to whom honor is due," we think it but right to say that they are originated and placed by Mr. A. J. Johnson, the car advertising expert, of 261 Broadway, this city.

W. T. LARNED, in his article on "Headlines," September Lippin of s, relates the following rather amusing incident:

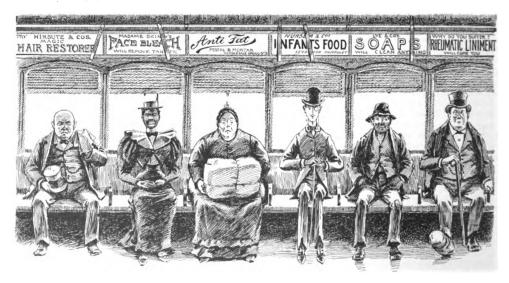
"Sometimes the head-line man unconsciously breeds trouble for the writer of the article, whose responsibility is extended to the title in the mind of the public. There was once a copy reader who later became consul to a group of islands, and who afterward acquired international renown as the latter-day prophet of an ancient faith. It is told at his expense that, being unacquainted with the small prejudices of fashionable society, he unconsciously offended those whom it was his express desire to please, and in this way. There passed through his hands a news account of a young lady's first entrance into "the gay world" under circumstances especially contrived by distinguished parents to lend luster to the occasion. The

future consul fell into the spirit of the thing, and in a sympathetic and fatherly frame of mine headed the report

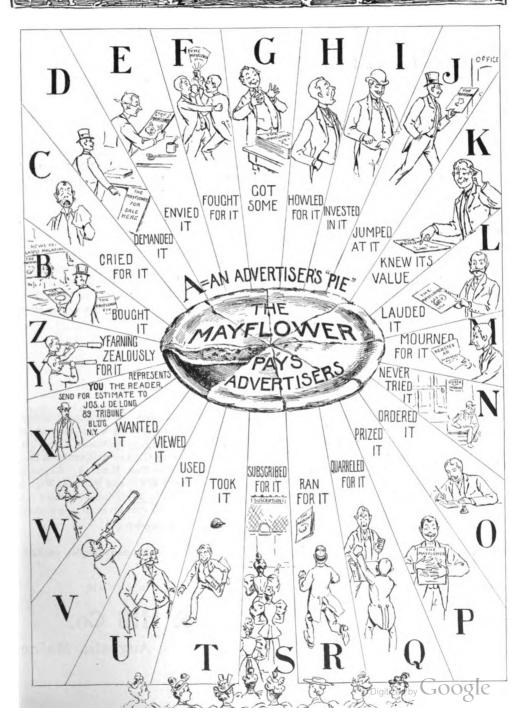
DAISY'S DÉBUT.

Two enterprising physicians of San Francisco have taken the matter of professional advertising into their own hands and settled it, once for all, so far as they are personally concerned, by appearing in a two-page inset in the Overland Monthly. The article, which is illustrated by half-tone portraits, is of a biographical nature and included in the body of the magazine as purely literary matter. This is a new departure, but is not likely to meet with much favor in the East.

Nowadays, when the standard of excellence in advertising is much higher than it has ever been before, the preparation of your announcement calls for a very thorough attention to details. There is a constant effort on the part of the leading advertisers to secure better ideas and better workmanship, and if you would keep up with the van you must expect to give plenty of time and serious thought to the matter of your advertising.



ART IN ADVERTISING "





Old Advertisers

Know all about the

Vickery & Hill List...

They have tried it, found it good, and continued to use'it steadily ever since. When making up their list for each succeeding year the Peerless Vickery & Hill List stands at the top. Successful advertisers would as soon think of stopping advertising altogether as of leaving out the Vickery & Hill publications.

New Advertisers...

Are greatly influenced in their selection of mediums by knowing what successful advertisers think of them. We have in our possesion valuable testimonials from advertisers in all lines of business, who have proved our "List" to be without question the best paying papers they have ever used. We know that we can show you that they will pay you. Let us try.

Here is a list of

A Few Advertisers...

Who have yearly contracts with us. They are all "Leaders"—experienced advertisers who never experiment, but always place their advertising where they know that it will pay them:—Hood's Sarsaparilla, Ayer's Sarsaparilla, Scott's Emulsion, Western Wheel Works, Beeman's Pepsin Gum, Beethoven Organ Co., Cornish & Co., Maher & Grosh, Bryant & Stratton, Reversible Collar Co., Mme. A. Ruppert, Pinless Clothes Line Co., W. Hill & Co., Sears, Roebuck & Co. and National Mfg. & Imp. Co. Our August issues contain a whole page from one advertiser—his third full page this year. He gave us one of the strongest testimonials ever given to a publisher.

Guaranteed Monthly Circulation 1,500,000

Complete copies mailed.

A larger circulation than any other list of papers owned by one concern in the world.

The Vickery & Hill Co.

Augusta, Maine

C. E. ELLIS, Special Representative

517 Temple Court, New York City





"If you put it in Comfort it pays."

THE REASON.

····

Comfort (as now published) is the only paper of its kind. It has no pastepot and scissors attachment. It is bought, read, re-read, and preserved because of its original, interesting, copyrighted matter which cannot be found elsewhere. It is the only complete all round up-to-date PEOPLE'S PAPER in existence and has the largest circulation of any publication anywhere-over one million and a quarter

THE RATES.

Although its rates are five dollars a line-the highest in America—the results are so profitable that Comfort is employed by such shrewd advertisers as the owners of Hartshorn Shade Rollers, Kayser Gloves, Warner Bros.' Dress Stays, Brown's French Dressing, Crescent Bicycles, Douglas' Shoes, Christy Knives, Sapolio, Franco-American Soups, and Royal Baking Powder.

> Home Office: Augusta, Maine Boston: John Hancock Building New York: Tribune Building

Space of all Agents

Digitized by



Depend on Yourself to produce something that the public wants—something that can't be found fault with. Then

Depend on US to make it known.

We will prepare the best ads. we can

—place them in the best mediums

we know of.

(We can prepare good ads. Know of every paying publication.) Don't expect to make a good thing pay with poor advertising or a poor thing with good advertising.

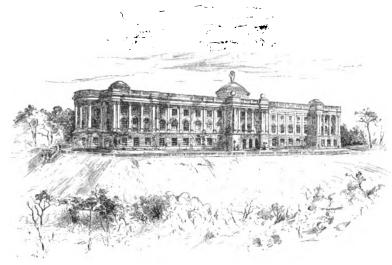
This Mutual Dependence is where success comes in. Send for some booklets.



LORD & THOMAS

Newspaper and Magazine Advertising
45-49 RANDOLPH STREET
CHICAGO GOOGLE





COSMOPOLITAN'S NEW BUILDING, IRVINGTON, N. Y.

Do You make a practice of buying your pigs concealed in gunny sacks

When You buy coffee and sugar do you guess at the bulk or do you buy at a given rate per pound

And when you advertise in a periodical does it make any difference whether ten thousand copies or TWO HUNDRED THOUSAND copies go into the hands of readers?

> If facts regarding circulation are of any importance to you you are invited to call at the Cosmopolitan Office and inspect all the booksnot part but all of our books-Even the phenomenally low issues of the present summer will not be concealed from you.

The present advertising rate of \$300 per page was fixed upon the basis of an average of 167,000 copies per month, but we guarantee to you that an advertisement printed in the Cosmopolitan during the next twelve months will appear in at least TWO MILLION FIVE HUNDRED THOUSAND COPIES.

B'way and 25th St., New York



The Union Gospel News

CLEVELAND, OHIO

Over 150,000
Guaranteed Weekly
Circulation
Undenominational



Reaches the
Homes Direct
Excellent
Advertising Medium

LANE'S (Formerly Allen's) LIST

The best paying mediums in the world.
The old reliable, standard literary periodicals.
Guaranteed Circulation 250,000.

Every copy sent to a strictly paid-in-advance subscriber.

Rates only \$1.50 an Agate line, with liberal discounts for time or space.

Great Special Editions

Commencing with October edition we shall send out Great Special Editions of hundreds of thousands. Every advertiser who has contracts in Lane's List gets this magnificent extra circulation entirely free. The advertiser in Lane's List pays only for paid subscription circulation. No extra charge for special editions.

Our Rate by far the Lowest in the World

It is advisable for every advertiser to make a contract at once, while you can get it at ONLY A NOMINAL RATE. Send for rates and information. Orders received through reliable advertising agents or direct.

Address S. W. LANE & CO., AUGUSTA, MAINE

Digitized by GOOGIC





RE you aware that The King's Daughters have a registered membership of nearly 400,000 at this office—the New York Headquarters?

Pretty valuable list, isn't it?

All are of the higher class of liberal, energetic American women of means, too.

Why not speak to them through THE SILVER CROSS, their official magazine, read not only for entertainment, but for instruction in the work to which they have given themselves.

October issue is a good time to commence. Large edition, especially attractive. Let The King's Daughters hear from you.

THE SILVER CROSS

Send for sample copy and rates

158 W. 23d St., New York City

"I HAVE ADVERTISED extensively for the last 15 years, and I can unhesitatingly say that I consider The Silver Cross one of the very best mediums I have ever used.

"WILLIAM C. FINCK, Manufacturing Jeweler, Elizabeth, N. J."

THE GOLDEN RULE is a religious weekly representing more than 2,000,000 Christian Endeavorers.

THE GOLDEN RULE goes among 32 denominations and is read by all the family.

SPACE FOR ONE-THIRD OF A CENT PER LINE PER THOUSAND SUBSCRIBERS

THE GOLDEN RULE carries a large share of the best advertising in the country.

For full particulars address
THE GOLDEN RULE CO.,
Geo. W. Coleman,
Advertising Manager,
Boston Mass



Indiana!

The leading paper in prestige, circulation and character in the Hoosier State is

The Indianapolis Sentinel

Daily = Sunday = Weekly

For rates and other information address

Frank S. Gray

General Agent

No. 12 Tribune Bldg.

Digitized by GORK YORK



105,000

'udge's library every month

Paid for at 10 cents a copy is worth more for legitimate advertising than a million circulation of boiler plate produced rag-tag and bob-tail so-called family papers that are sold at a nominal price or given away. Direct returns a specialty.

Send for sample copy to

Judge Publishing Co.

110 Fifth Avenue

New York

| FN IN |)()[]



Reliable dealing, low estimates, and careful service have given this agency a standing with advertisers equalled only by its influence with newspapers!

Advertisements specially prepared for our Clients.

NEW YORK SEND FOR ESTIMATE. A NEW \$900 UPRIGHT STEINWAY F

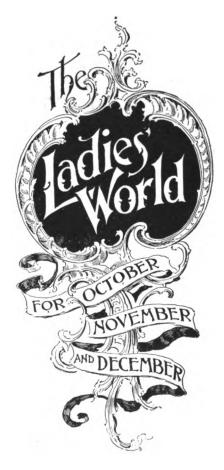
is offered as a premium to agents selling most CHRISTY KNIVES by Dec. 81, '94. Write for particulars. CHRISTY KNIFE CO., Tremont, O., Box R

SOMETHING NEW Saranac Lake

The Adirondack News

SOMETHING NEW





Quality...

Is all that some publishers can harp upon, having no circulation worth mentioning, while

Quantity...

is all that can be pointed to in connection with sample copy editions. THE LADIES' WORLD possesses both Quality and Quantity.

Its Quality...

is of a class which interests the housewife and the feminine portion of the family, and causes them to send in their subscriptions year after year.

Its Quantity...

is guaranteed to average over

400,000 Copies per issue

For the months of October, November and December...

Do the qualities to be found in this popular household magazine interest you? If so, drop us a line and we will send map showing circulation by States, together with an estimate on your advertisement. No advance in rates for these editions.



FROM

PRINTERS' INK

Issue of June 27, 1894

The Post, in influence and respectability, easily takes the lead among evening papers. There is, perhaps, no other evening paper in America more deservedly popular with so many intelligent readers, and none that can lay claim to a better class of circulation. The Evening Sun, like the Morning Sun, is exceedingly bright and entertaining. This paper, the Evening World and the News are sold for a penny. The Telegram is sometimes said to be the evening edition of the Herald. The Mail and Express is Republican and the Commercial Advertiser, the oldest daily in the city.

The eight daily papers in New York City which alone out of 48 furnished definite information were these:

New York Evening Post Jewish News L'Eco D'Italia Morgen Journal New York Listy New York Press New York Sun Evening Sun

Following is an extract from the same issue of *Printers' Ink*, giving this daily circulation of New York newspapers:

Times D. 40,000	Sunday Advertiser	New Yo
Times	New Yorker Herald	America
Tribune D, 40,000	New Yorker Revue	Sunday
Tribune	Evening Telegram	Comme
	Mail and Express	
Morning Advertiser	N. Yorker Tages-Nachrichten, D. 17,500	Sonntag
•	Sonntags Nachrichten S. 20 (00)	

THE EVENING POST

206-210 BROADWAY

NEW YORK

Are you preparing for . . .

Fall and Winter Advertising?

INCLUDE ----

Leslie's Weekly

THE BEST ILLUSTRATED WEEKLY IN AMERICA

William L. Miller
Advertising Manager

110 Fifth Avenue, New York



^{*}Actual average circulation for the past year.



The War is over

(The Bill Posting War)

in St. Louis

Japan has bought China outright. All drawbacks to good bill posting in St. Louis have been bought up, and

The St. Louis Bill Posting Company

offer a service in keeping with the demands of such an important market.

Commercial Advertisers

who post bills: write for descriptive lists of the prominent locations we reserve for mercantile purposes.

You will find in ours a perfected up-to-date bill posting plant, without an equal in the United States for commercial displays.

> The St. Louis Bill Posting Company R. J Gunning, President Office, 9 So. Broadway, St. Louis, To.



The Hearthstone

HAS THE LARGEST LIST OF PAID-IN-ADVANCE SUBSCRIBERS OF ANY SIMILAR PERIODICAL IN THE WORLD

CIRCULATION, 600,000

COPIES PER MONTH,

Advertising Rates, \$250 per Agate Line.

Address The Hearthstone,

285 Broadway, New York

Paint——and Prosper

A BARN DOOR DEAD WALL OR FENCE

With an attractive sign PAINTED on the right side is the key to Prominent Publicity.

Our System

Commands each main thoroughfare and approach to the city.

Prominent Effective Display....

Only can produce a satisfactory showing

We Guarantee Our Leases Our Way Should Suit You

Inquiries cheerfully answered.

Standard "SIGNS" and Advertising Service

N. W. Cor. 10th and Arch Sts.

Philadelphia, Pa.

The American Farmer and Farm News

New York City and Springfield, Ohio.

I would be delighted to send every reader of "ART IN ADVERTISING" a long list of testimonials from men and firms who have used the "AMERICAN FARMER AND FARM NEWS" as an advertising medium for periods ranging from two months to two years, in order to demonstrate to your entire satisfaction that better returns are received from this medium, for the money expended, than from any other journal of its class published anywhere in the world.

GEO. S. BECK, Eastern Manager,

193 World Building,

Digitized by New York City



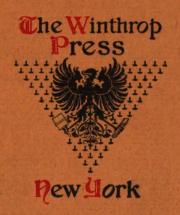


LEND A HAND.

That is what I can do for you if you wish to improve your advertising.

Send for my catalogue of over two hundred outline designs suitable for newspaper, magazine, and other advertising.

H. C. BROWN, 80 Fifth Ave., N. Y. City.



Design, Print
Bind and Mail
Catalogues
Circulars
Periodicals
Etc., Etc.
Promptly and
At Reasonable Prices

Digitized by Google

"There are three kinds of praise: that which we yield, that which we lend, and that which we pay. We yield it to the powerful from fear, we lend it to the weak from interest, and we pay it to the deserving from gratitude."—COLTON.

EDWD. H. JOHNSON

E. W. LITTLE V. PRES. & GEN. MGR. CHAS. P. GEDDES

INTERIOR CONDUIT & INSULATION COMPANY
42-44 Broad Street,
New York.

August 10th, 1894.

The Winthrop Press,

Lafayette Place, City.

Gentlemen:-

The Lundell Motor and Dynamo Catalogue which you have lately completed for us is a fine specimen of artistic printing, and in every way meets with our satisfaction. On account of the moderate price charged and the promptness with which our order was executed we are glad to testify to our appreciation of your work.

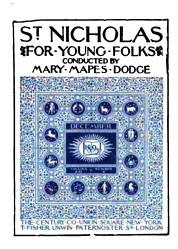
Yours very truly,
INTERIOR CONDUIT and INSULATION COMPANY,

By E. W. Little,

General Manager.

Before placing your order would it not be advisable to call on THE WINTHROP PRESS—inspect their facilities, get their prices, and see what their other customers say of them.

Digitized by Google



The only magazine of its class

The record for the past six months shows a very decided gain in sales, in the subscriptions and advertisements

THE EMPTY SHELVES

MUST BE FILLED

The Tariff's Settled and Forcible Measures are in Order if a Good Share of the Reactory
Business is desired.

USE THE GUNNING SYSTEM



GET THE LION'S SHARE

This "overwhelming" method of appeal reaches entire populations at a stroke and holds them for years. In the great cities it is the most strategic and effective medium available; it powerfully and directly commands each main artery through which the pulsation of busy life daily forces the great current of purchasing multitudes. Located at the focal points along the main thoroughfares of the great centers of population and business these powerful reminders are continuously before the eyes of the masses in a way that admits of no uncertainties as to advertising results.

The Gunning System of Display carried into small towns simply brands whole territories. It introduces a brand of goods in a community and holds the ascendency for it as no other power on earth can. It is advertising with no element of speculation in it—a simple, forcible, abiding benefit in any market, obtained on legitimate "get-what-you-pay-for-and-keep-it" principles.

Get acquainted with this "old reliable" method of advertising in its new, perfected form—glad to introduce you to all its particulars.

Correspond with

THE R. J. GUNNING COMPANY

Chicago St. Louis Kansas City Omaha St. Paul Minneapolis Milwaukee Detroit Cleveland

Cincinnati Louisville

Proprietors of "THE GUNNING SYSTEM," and contractors in Sign Advertising anywhere on Earth.

EXECUTIVE OFFICES:

289 Wabash Ave., Chicago



We suppose everyone has noticed that horseshoers generally put the word "practical" on their signs. It is said that this is done to distinguish the men who really shoe horses from all the rest of mankind, who each think they know how a horse should be shod.

Having this distinction in mind, we will make our sign right here to read :

N. W. AYER & SON, PRACTICAL NEWSPAPER ADVERTISERS

There's a difference in horses, and in the work they have to do, which makes the skill and experience of a blacksmith of value to the owner of the horse. There is likewise a difference in advertising, and the way it should be done, which makes the skill and experience of a good agent of great value to the man who attempts to secure business by newspaper advertising.

There's a difference, too, in agents. Our experience in this special line covers twenty-five years of hard work. The fact that we have long done much the largest business of this kind may tell you something of our service and our prices. We will be glad to hear from you.

N. W. AYER & SON, "Practical" Newspaper Advertising Agents. Philadelphia

Christmas Two Million READERS. On Sale Everywhere during entire month of December Udge

Advertising Forms Close Nov. 10, sharp

RATES:

Outside Cover (in Cole	ors)	-	-	-	-	-		\$1,000	(sold)
Two inside Covers		-	-	-	-		-	600	(sold)
Sixteen Inside Pages	-	-	-	-	-	-	-	500	
	Smaller	Space	\$1.00) her	Line	·_			

LET US HAVE YOUR ORDER
AND COPY

Judge Publishing Co.

110 Fifth Ave., New York

WILLET F. COOK
Advertising Manager

Digitized by Google



Entered at the Post Office at New York as second-class matter.

VOL. IX.

OCTOBER, 1894.

No. 8.

Published by The Art in Advertising Co. 80 Fifth Avenue, New York.

CHICAGO OFFICE, NEW YORK LIFE INSURANCE BUILDING.

H. C. Brown, President.

E. L. Sylvester, Editor.

ISSUED ON THE FIFTH OF EVERY MONTH.
ONE DOLLAR A YEAR IN ADVANCE.

THE BUSINESS SITUATION.

THE partial failure of the corn crop will doubtless make itself felt among advertisers in the loss which falls upon the whole country. For so strangely and intimately does the complex system of modern life entwine one interest with another that we cannot escape wholly the disaster which overtakes the workers in another field. It is quite legitimate, therefore, for the advertiser, in calculating the probable effect of the present revival, to take in account the difference which a shortage of five billion bushels of corn means to the commerce of the United States.

THE first man to be affected is naturally the farmer. His loss is severe. Then comes in point of damage the railroads, steamers and other lines of transportation. Next the retailer, whose customers are bankrupt, and the jobber, whose goods lie unbaled on the floor. Another class, highly important but rarely considered, is the investor. It is just as much of a hardship for the capitalist to be deprived of his dividends in a business sense as it is for the laborer to be deprived of work. All these men

are the customers of the manufacturer eventually, and the manufacturer as an advertiser is the customer of the publisher.

It is discouraging, of course, just after things had got a start, to face what must prove a serious obstacle to a complete revival. But the best way to make the present gain, small as it is, a permanent one is to dismiss any boom idea and accept the situation philosophically. Every previous failure of the corn crop has had an adverse effect on business. In 1877 the crop failed to yield an average, and the result was felt in decreased railway earnings and increased prices for bread and meat, just as it will be this year. When you couple this with the present low rate of wages prevailing through the country it will be seen that the situation is still full of concern. In 1881, 1883, 1890, a similar shortage existed and a similar diminution in business followed. 1892 will be recollected for some time as a banner year, and it was also a vear of remarkable corn crops.

On the other hand it must be remembered that we have passed through what will go into history as the most disastrous business panic that the country has ever experienced. We are too close to-day to realize the full extent of the peril. But posterity will refer to the terrible depression of '93-'94 as something to brag of in the way of panics. So that, corn crop or no corn crop, the utter stagnation of business in every direction has been so thorough and com-

plete that the settlement of the tariff bill has finally removed the last obstacle to a genuine revival. We shall, as we have pointed out, feel the effects of the corn crop failure to a certain and a tangible extent. But so many industries were held in check by the tariff that the resumption of all, even in a slight measure, will readily assimilate the temporary distress caused by this one drawback.

* * *

OUR advice, therefore, to the advertising manager is to resume the dispensation of his appropriation. Cautiously, but still with certainty. There is a different atmosphere in the business world. The strikes are readily adjusting themselves. They produce nothing of the commotion they did three or six months ago. In some cases wages have been restored, and in others, as with the contract tailor workers in New York, they have actually been advanced; nothing healthier can be cited than this. It shows beyond question that the bottom has been reached. From this time on we may safely calculate on improved conditions throughout. Space that has apparently been unprofitable will now bring returns. People are looking once again for new goods and new-fangled notions, and are spending their money again. We are resuming once more our normal condition and we are none the worse for the lessons taught by the great panic of '92.

"KIND words," says the old song, "can never die." But the trouble with kind words is that they can't transfer their immortality to anything else-not even to the object which calls them forth. So that when a paper is constantly in receipt of kind words there is still something more needed for its sustenance. We do not mean by this to intimate for a moment that kind words are not desirable. Far from it. fact, they are very necessary. It rarely falls to the lot of a paper to be more blessed in this respect than we are ourselves; and if we do not give up our space to a proper display of the compliments that reach us with refreshing frequency, it is not that we love our correspondents the less, but that we love our readers the more. It is our custom once a year to return our thanks to all who have been so thoughtful,

and, in accordance with this custom, we now personally appear before you and, in the presence of witnesses, gratefully acknowledge the pleasure, the encouragement, which we have derived from your kind words.

But, if you will pardon this discordant note in an otherwise perfect measure of joy, we will confess the sorrowful fact that we need more than kind words. We need subscriptions. Every other publisher finds it easy to get paid-up-in-advance subscribers. But we don't. It's hard work. It costs us a great deal of money to get subscribers. That's why our circulation is so small. If we didn't care whether people paid for the paper or not there is no telling how many papers we could give away every issue; and with one stroke of the pen we could send our circulation up into the hundred thousands.

Still, that is no trick at all. We are publishing a paper for a class of men who, as a rule, would rather give a dollar not to get a paper than to give a cent to get one. Everybody who knows anything about us at all knows we have always tried to produce a paper that would reflect credit on the great interests which it seeks to represent. It may not have been all that its friends would wish. It has doubtless done those things which it should not have done and left undone those things which it should have done. But it has always been alive to its own shortcomings, and faces the future with a full appreciation of the difficulties which lie in its way.

To those into whose hands this copy may fall, who are not on our subscription books, we make a request that you send us \$1.00 while the matter is fresh in your mind. Don't put it off. Do it now. Our readers will bear us out in the claim that we don't everlastingly harp on this question. But this is the month we reserve for that blessed privilege. This and November and December. We make three calls only. And this is the first.

SUBSCRIPTION COUPON No. 41144

CUT OUT THIS COUPON AND SEND IT WITH \$2.00 TO THE OFFICE OF "ART IN ADVERTISING," AND RECEIVE THE PAPER FOR A YEAR;

OR,
DON'T CUT OUT THIS COUPON AT ALL, AND SEND
ONLY \$1.00

WE DON'T CARE WHICH YOU DO, S' LONG 'S YOU DO SOMETHING.



MARY HALLOCK FOOTE.



MARY HALLOCK FOOTE.

SELDOM indeed does nature bestow more than one gift at a time. The greatest of all singers is but an indifferent actress, and the novelist who can write a thrilling story is rarely at the same time the artist who can paint her own heroes and her own heroines. The Pyles, du Maurier, and Mary Hallock Foote about exhaust the list. It is undoubtedly true that many artists also furnish text, but the text is too often, alas, like the singer's acting. And some of it is like the horse who walked on his hind legs. The wonder is not that he did it awkwardly, but that he did it at all.

Mary Hallock Foote has so long been identified with the West, through a long residence in Colorado and Idaho, that it will come as a surprise to many to learn that the effete East claims her for its own. While her genius and her talents are the heritage of our common country, yet the Empire State has a stronger claim on her affections by reason of her birthplace in the Arcadian village of Milton, on the banks of the Hudson. Professor Shaler has written a curious study on the Earth's influence on man, wherein the theory is advanced that the local environment colors the temperament and the inclinations of its immediate inhabitant. this offers a solution of the wonderful gifts possessed by this remarkable woman, herself the daughter of a farmer. It would be unfair, however, to say of the Hallocks that they were merely farmers. Many generations of Hallocks had been reared at the old Milton homestead, and in England they would be reckoned as land owners. Her mother's kindred were among the most distinguished of New York's old familiesthe Burlings. But beyond eminent respectability and comfortable circumstances there is no sign of hereditary talent. Perhaps the romantic hills, the ever changing beauty of the noble Hudson, worked the wondrous deed. Howbeit, Mary Hallock Foote became possessed of a twin set of talents either one of which would be sufficient for an ordinary mortal. There is an innate refinement about all her work, both prose and picture, which speaks eloquently for the admirable surroundings of her girlhood's home in Milton. She married in '75 a young civil engineer from Connecticut, Arthur De Wint Foote,

and since then for the greater part of the time has made her home in the far West. She has visited Mexico, and the work resulting from this tour showed what a deep impression the older civilization made upon her.

Her first novel was "The Led Horse Claim." Referring to her literary work she recently wrote to a friend in New York: "I began to write because the editors often required text to go with the pictures which I made in the West. In this way I wrote my first article (for grown persons) published in the Century. I had made a lot of drawings of New Almada and couldn't sell them without the text. They told me I could do it and so I tried. "The Fall of a Voice" was written for the picture of two young people looking over the edge of a cliff. But it is true that I find my technique as an artist not equal to the demands upon it which the strong subjects in the far West demand. Also the practical difficulties for a woman are much greater in drawing than in writing. I have often written when I had no other outlet."

It is hard to find her friends agree on any one particular piece of work as the best. Perhaps the one that meets the most general approbation, and which was selected by W. Lewis Fraser for presentation in the Century, in the American Art Series, is The Thrush's Song, which we reproduce on page 28t. It has a depth of feeling rarely encountered. It is a serious, carefully considered composition and has the divine quality of imagination. Some of her earlier work in years gone by, which appeared in Harper's Weekly, still ranks high, even by comparison with her later and more finished productions. She constantly decries her lack of technique, but the most unfriendly critic fails to discern the alleged defects. In her illustrations for "The Skeleton in Armor," published by Houghton, Mifflin & Co., there is revealed a knowledge of mediæval technique which could only be the result of thorough familiarity and widespread It is easy to say draw a knight in armor, but it is a difficult thing to know just how a knight of a certain period wore his armor, nor would it do to put the said knight in a room furnished à la mode. And if he has a fair young princess in his charge, as he usually has, there

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DRAWN BY MARY HALLOCK FOOTE.

is no recourse to a daily hint from Paris for correct costumes for the young princess. And the background must suggest romance and chivalry and moats outside, and all that sort of thing. So it is not an easy matter at all. From a purely professional standpoint a modern society drawing is more easily rendered. We are part of them, and the material is all at hand. "John Bodewin's Testimony," "The Last Assembly Ball," "The Chosen Valley" and the "Cœur de

Aléne" are among some of Mrs. Foote's writings. It is hard to say whether her fame as an author or as an artist is likely to be the most enduring. At present they seem inseparable. Our portrait is the last one taken and was made especially for this article. It shows a retiring, diffident nature. Speaking of her earlier years a writer once said: "She could not well resist the social attentions that were pressed upon her." In sending this clipping to a friend the last of the sen-

tence was changed by her to read, "that came in her way." And that shows Mary Hallock Foote as she is and not as the paragraph would have her.

Mrs. Helen De Kay Gilder, an old schoolmate

of Mrs. Foote's, has recently contributed some charming reminiscences of their school life together in the days when the old Cooper Institute was the sole fountain-head of art education for girls in New York.

NEW BUSINESS.

THE great point for a solicitor is to develop new business. There is no money in competitive work. The moment a new advertisement appears nowadays it is the signal for a horde of canvassers to descend upon the luckless advertiser and make life a burden to him. About all they can do is to beg for a chance to estimate. Oh! what a waste of time there is in a business where time is the only valuable asset it contains.

It stands to reason that the moment a new announcement appears the client has considered the various propositions submitted and has decided to his own satisfaction the agent through whom he desires to place his business. We all know this beforehand, having learned by bitter experience the exact status of such a case. But whether it is that a canvasser draws his salary with an easier conscience from the knowledge of having put in his time conscientiously and industriously or not we do not presume to say. There are some stupid old saws like "You can't tell till you try," etc., that ought to be relegated to the past.

ADVERTISING is a serious business. It is no longer the exclusive domain of the patent medicine man or the schemer. It is rapidly becoming understood by a class of merchants who formerly pooh-poohed any such suggestion. The makers of the most staple of staple articles now realize the benefit to be derived from intelligent advertising; and the beauty of it is that the business in this country is but in its infancy. In the more densely populated sections of our country, where the people are easily reached, competition is naturally keener, and advertising more general. Thus it is that the East and not the West is the richer field for the publisher.

In the late strike at Fall River there were

probably a dozen mills mentioned, but the particular goods made by any one mill were not recognized by the general public. The price obtained by these mills for their product, it seems, is entirely governed by the condition of trade at large. There are no advertised specialties among them. Nothing on which a mill could depend when the regular market is depressed. Here it seems to me is a field for the man who would create new business.

In this connection the following suggestions may not be without interest.

PLAN 1.—The first effort should be directed toward securing customers who have never before advertised. These can be obtained first by inquiring through the retail trade, picking out the name of some firm which manufactures some staple article. It must be the maker, and it ought to be of some goods in general demand.

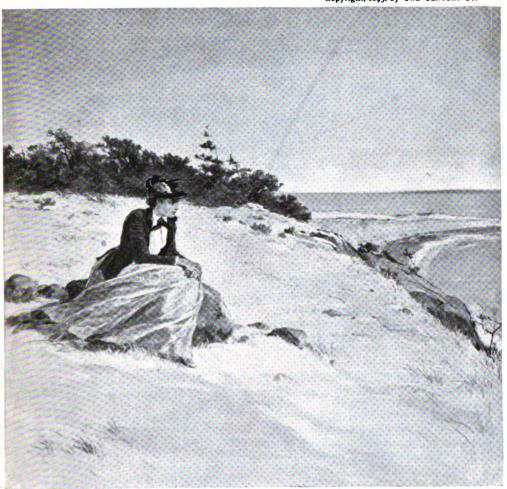
Call upon such a man and get him interested in the subject. If he is not too much averse submit him a few advertisements all set up. Have said advertisements worded so as to bring replies. Use only mediums that bring answers. Nothing pleases a new advertiser as a lot of answers.

The first appropriation must be small, but the contract must be so worded that he can't break away. This must be arranged by you.

PLAN 2.—A special list of papers should be prepared that apply to mail order business. These ought to be selected with special reference to the character of the goods to be advertised.

PLAN 3.—A circular should be gotten up appealing to men who have not advertised, but who might be caught by the force of example and sent to such people, setting forth the increase of business resulting from such effort in other cases. Dwell on the fact that advertis-

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DRAWN BY MARY HALLOCK FOOTE.

ing space is not a gamble, but a genuine bargain when properly bought.

PLAN 4.—Should bring out the fact strongly that space, when properly bought, is always a judicious investment. It bears the same relative value to a business that a salesman does. That a thousand circumstances determine the course of action, and that no general rule applies to all. Cite some illustrations. Invite people who have no immediate idea of advertising to ask questions about it. Do all you can to arouse interest even of a purely curious nature.

THESE are, of course, merely rough hints. They will be found, however, applicable in a general sense. If we can, in the slightest degree, stimulate on the part of the canvasser an ambition to lead, we shall have accomplished much. Once the habit is firmly fixed he will gladly assume the extra work. His employer will appreciate him the more, and his business, if he is in for himself, will be more eagerly sought for by those with whom he may wish to deal. He will also find a stronger inclination to protect him on the part of the publisher, a factor

which he will not be apt to overlook and which will be a great help to him in controlling the business after he has once secured it.

I shall be very glad to relate in this column the experiences of any solicitor who may have something to say in this connection. Address all letters to me, care of the editor.

JASON P. SOLICITOR.

FIRST CUT IN PRICES.

R. JOS. J. DE LONG, of the Mayflower, has issued a circular announcing a cut in the advertising rates of that magazine to just one-half the regular price.

Instead of a paid-up circulation of 300,000, which the Mayflower had up till September, it has fallen to 160,000, and he thinks it only but right that the advertiser should pay correspondingly less for his space.

It needs a certain amount of moral courage to make this confession, and we congratulate Mr. De Long that he has the backbone to do it, and we further believe that his honesty will be appreciated by the trade and that he will not lose a single customer by the frank acknowledgment. Next!

A. E. CHASMAR & Co. have issued a very dainty publication of well-known works of art, under the title of "Living Pictures." There is a splendid photo of one of Hagenbeck's lions that is well worth the price alone, and the other subjects are equally deserving of praise. The photos are all from life and are by Sarony.

THERE is a pretty little row on among the stockholders of the American Type Founders' Company. Conrad N. Jordan, together with half a dozen associates, has issued a circular setting forth the grievances of the shareholders and alleging gross mismanagement by the present officers. There is undoubtedly good ground for complaint. With the exception of two or three dividends at the first, there have been no other disbursements to the stockholders, and the price of the preferred stock, which was unloaded on the gullible public at par, has declined to 31 and is steadily going down.

It is to be hoped that Mr. Jordan and his friends will be able to demonstrate that the

property itself is what it was represented to be by the New York Guaranty and Indemnity Company. Otherwise it will look as if a gigantic swindle had been perpetrated.

Tom Nast, the ex-American cartoonist, it is said, has met with great success since he located in London six months ago. He has received an order for a life-size painting of the surrender of General Lee at Appomattox. The order comes from Mr. Herman H. Kohlsaat, of Chicago. It is Mr. Kohlsaat's intention to present this picture to the city of Galena. The presentation will take place on the occasion of Grant's birthday, next April.

Mr. A. H. PAGE has sold out his interest in the Silver Cross to Mr. James C. Dayton, who has been elected president of the company. Mr. Dayton, although quite a young man, is possessed of considerable executive ability and is thoroughly conversant with the publishing business. He is full of vim and determination to make the Silver Cross a success worthy of the association it represents.

RIGHT YOU ARE!

From Printer's Ink.

It would be pretty hard to give the Youth's Companion any points on the successful conduct of a newspaper.

"THERE is one glory of the sun, and another glory of the moon, and one star differs from another star in glory;" the crowning glory of a woman is her hair, and the chief glory of a man is his nerve, but the all-abounding glory of a newspaper is its advertising.—"Judge" Cook's Address before the National Editorial Association.

A TWENTY-THIRD street dry goods establishment advertised its evening opening last week, and announced that the Hungarian Band would be in attendance and "No goods sold." This combination of attractions should have drawn a large crowd.

It is a real pleasure to the average woman to be allowed to wander at her own sweet will through a dry goods store and to look all she wants to without being followed up by an obsequious floor walker or saleslady and expected to make a purchase.



T has always seemed to me a rather singular conceit which prompts a man to publish his portrait in connection with an advertisement. I have endeavored to look at that portrait with an unprejudiced eye and from every point of view, and have failed as yet to divest myself of the feeling that it is not altogether good business. The object of an advertisement is, firstly and lastly, to acquaint the public with our name and our goods—not our face—and I fail to see wherein the publication of a portrait in this way is likely to augment the value of an announcement.

The other day I observed on a city bill board, devoted usually to theatrical posters, a colossal portrait, which I concluded at first glance to be that of some dramatic star. A closer inspection, however, assured me that I was gazing upon the distinguished features of a chewing-gum manufacturer, and I said to myself, "Now, who the deuce wants to know what you look like? You make a good article of its kind, but what has your personal appearance to do with it?"

Not long since a large Western establishment published a full-page advertisement in the leading magazines. A good portion of their allotted space was devoted to a half-tone portrait of a tame and uninteresting looking individual, the president of the company, while the remainder of the page, with the exception of a vague line or two in reference to the business, contained a biographical outline of the gentleman's career and personal accomplishments.

Until I had read the page the second time I was unable to make a guess at the nature of the business. Now, maybe this is a good way to dispose of valuable space, but I doubt it.

Then there's the Douglas shoe man. Why should he announce to the whole world that he is hopelessly bald, when he might suppress the sad fact and sell just as many shoes? Indeed, might double his sales!

We are all familiar with the announcement of the quack doctor, with its portrait of that cheap individual, the doctor himself, possessing a cast of countenance calculated to inspire the reading public with anything except faith in his nostrums.

From a certain class of advertisers we of course expect this sort of thing. We also expect it from the people who have been miraculously cured of hideous and unheard-of afflictions by various wonderful remedies, but we can't quite accustom ourselves to the idea that the portrait ad. is a good one for first-class advertisers.

We have known men so infatuated with the idea of using a portrait in their announcement that they have had cuts made of some member of the family—their wife or a favorite child or a group of children—but where there is no clue to the identity of a portrait it isn't quite so objective.

tionable. Now the public attaches no importance whatever to the looks of the man who is furnishing it, or may furnish it, with goods. Perhaps, in time, some little interest may attach to his portrait simply because his goods have become well known. The public will then do him the honor of a passing glance or will pause long enough to ejaculate "Oh, that's the dog-soap man!" or "the chewing-gum man," or whatever it may be, and that's about all the gain or glory he can expect from the publishing of his portrait.

While I am aware that now and then a most estimable advertiser adopts this particular style of announcement I think, upon the whole, it is not a commendable practice, and I would advise him not to do it more than once.

WE think the poet-philosopher who sends us the following poem, for publication, deserves to be encouraged. We publish his effort, therefore, in the hope that, seeing it in print, he will be encouraged to give up the poetry business altogether and devote his attention exclusively to improving his barnyard.

This is the poem:

Building a chicken coop one day, And though it will not well repay, 'Twill answer to amuse. Speculation is not my forte, For we must pay for what of sport We may at odd times choose.

Thus, though my other wants may thicken, I still will go on raising chicken,
And never count the cost.
Those searching all their lives for gold
Will find true pleasures are not sold,
For life is tempest tossed.

T. W. D.

An Arkansas editor, so says the Book-Buyer, recently wrote to a New York publisher informing him that his newspaper had established a literary department and was prepared to print book notices, which should be as thoroughly well done as possible. He writes in conclusion—"If I may suggest, I will say that if you will begin by sending me Shakespeare's plays, 'A Yellow Aster,' and a reliable life of George

Washington, I will see that they receive proper notice."

It is evident that this literary department is to be conducted upon a strictly business basis.

A small boy with a basket of green pears appeared at the door of a suburban residence the other day and with wistful volubility endeavored to dispose of the fruit to the lady of the house. The latter looked at the basket rather askance.

"Are they good?" she said.

"Oh, yes'm," was the eager reply, "they make lovely apple sauce."

A SUCCESSFUL New York publisher, one who seems to possess a special gift for making novels "go," irrespective of the times, was interviewed the other day, and, being asked to what he attributed his great success, replied: "Study, zeerk, and judicious advertising, but the greatest of these is advertising." To tell the story more completely and forcibly than this, in so few words, would, we think, be rather a difficult task.

During the recent Pythian Conclave in Washington the local retail dealers experienced a brief revival of trade which must have been highly gratifying. Great preparations were made in anticipation of the event, and the newspapers fairly bristled with advertisements of goods, laid in with the view to catching the unwary knight and his relations.

The window display of an "F" street furniture establishment attracted a good deal of attention, from the out-of-towners, and was really quite elaborate. The window, a large one, was occupied by a tent; the tent, in turn, occupied, very considerably, by a life-size party, in uniform, reclining on a couch and visible through the doorway. Two other stuffed and uniformed knights were disposed, for obvious reasons, outside of the tent, and the whole effect was very gay and festive.

I FIND, both from observation and inquiry, that people nowadays have a very well-defined prejudice in favor of advertised goods. There is no doubt that the article whose name has

become familiar to them, even though they have no personal knowledge of its virtues, will be their first choice in purchasing. And this applies to suburban as well as to city buyers. The name of a standard advertised article is usually as well known in the country as in town, and, as a rule, the shopper from the country is well posted as to the leading names.

THE reason is two-fold. An extensively advertised article almost invariably possesses superior merit. There are few advertisers at the present time engaged in pushing poor goods. Beyond a certain point poor goods refuse to be pushed, and no amount of outlay will keep them in the market on a paying basis. That portion of the public which does its own thinking can understand and appreciate this fact quite readily; it will not hesitate in choosing between an article whose name is well known and another which comes with no further recommendation than the word of the salesman.

Stand at a notion counter in any dry goods establishment and observe how general is the inquiry for advertised spool cotton, hooks and eyes, dress shields, etc. Half the buyers may be unable to explain why they want a particular brand, but they know the name, and that is sufficient. They have a certain amount of faith because the thing has been advertised.

"THE kind with a hump," says an old countrywoman, handing back a card of ordinary hooks and eyes.

"Do you think they are better?" I venture to inquire as the shop girl makes out her check.

"Well, I dunno," is the friendly reply. "I've seen the name all about and some says they're the best kind."

THERE may have been a time, some years back, when a conservative, not to say prejudiced, attitude toward advertised articles was excusable; but nowadays, when competition is so close, the quality of all such goods has, perforce, become of the highest grade.

It does not follow, of course, that an article will prove satisfactory simply because it is advertised. Tastes differ, and, however good an article may be, it cannot please every one. But it is safe to assert that there is far less risk involved in the purchase of goods, brought prominently forward on the market by means of advertising, than in buying something of obscure manufacture and no backing.

It is to be regretted that widely advertised articles of the smaller varieties, household and toilet articles for instance, cannot always be had for the asking. It is a disappointment to a would-be purchaser to find that she must accept a substitute for the article she wants or go without. This, of course, is unavoidable, to a certain extent, but it seems too bad that after a thorough advertising of goods they cannot be placed more successfully within reach of the people. No matter how much a woman wants her favorite brand, or how anxious she is to try something new that she has seen advertised, she is easily discouraged in her attempt to obtain it, and rarely takes the trouble to inquire more than once for it or to write to the manufacturers in case her dealer doesn't keep it in stock.

THE problem that confronts the advertiser, and one that is not easy of solution, concerns the prospects of trade during the coming fall and winter. The signs of revival are not startlingly apparent, yet it cannot be denied that there is much comfort in the fact that the recent severe labor disturbances have been almost wholly adjusted, that crops, except corn, are abundant, and that the stores throughout the country are bare of goods.

It is self-evident that labor is adjusting itself to the altered conditions. Never again will wages attain the level from which they are now descending. The Wilson bill is not satisfactory, but it is a step in the right direction. The purchasing power of money cannot be increased by legislation except in the direction of lower cost for raw materials. It is hard to expect a nation that has risen to a point of unexampled prosperity under a so-called protection policy to be convinced that they are now confronted with a new era which demands new methods and new laws. But the laws of trade are immutable. The cardinal principles of supply and demand regulate commerce and not the laws enacted by Congress,

PERSONAL MENTION.

THE recent Republican success in Maine has renewed the rumor that the next gubernatorial candidate in the Pine Tree State will be Mr. W. H. GANNETT, the Augusta publisher.

A. A. REED, founder and for a long time editor of *Profitable Advertising*, now languishes in jail, charged with various misdemeanors and attempted suicide. The present condition of the periodical, which he did so much to establish, is said to be the cause of his fall from grace.

THE wife of Mr. Brent Good died at the Murray Hill Hotel, in this city, on September 5th.

ON September 12th Mr. JOHN MUNRO, son of Mr. GEORGE MUNRO, the New York publisher, was married at Halifax, N. S., to Miss MARY FORREST, daughter of a wealthy banker and broker of that place. They have gone to Europe on their wedding trip.

MR. O. F. PRESBREY, whose splendid work for Public Opinion in Washington led Mr. HENRY R. Elliott, publisher of The Evangelist, of New York, to make him an offer, has effected the change and is now making contracts for the latter. The Evangelist is the great Presbyterian organ, and in his new connection Mr. PRESBREY will undoubtedly do well. Mr. Elliott, who is one of the most indefatigable of workers, sailed for Europe last week on behalf of The Evangelist.

THE FIELD COLUMBIAN MUSEUM EXPEDITION, which is about to start on a two and a half years' trip around the world, has reached New York. The purpose of the commission is to effect a complete collection of the transportation methods of the world. The party is under the charge of Major Pangborn, late chairman of the Transportation Committee at the World's Fair. At the head of the photographic staff is Mr. W. H. Jackson, the famous Denver operator, whose work enjoys world-wide celebrity. Mr. E. E. Winchell, an artist of note, will make

the necessary sketches from nature. The commission expects to take about 15,000 photographs, besides collecting descriptive material, and to publish the result of their labors in book form on their return. The volume will present the most complete record of the world's transportation facilities ever gathered between two covers. Special articles may be engaged by communicating with Major Pangronn, Lincoln Building, Union Square, New York City.

THE jumping bean, first introduced into this country by DE LONG, of the Mayflower, is now exhibited as a great curiosity in many leading retail stores and proves likely to be one of the most catchy fads of the season. Already several novelty concerns have taken up the beans, and quite a number of dollars will be spent advertising them throughout the country. It looks as if the Honorable Joseph had let a neat little fortune slip through his fingers all because his foresight isn't as good as his hindsight.

COMMODORE WHITING, of the Boston Herald, is back from a summer cruise along the coast of Maine. It is somewhat unusual to find a newspaper man fond of water. How lonely he must feel at the annual publishers' dinner!

PETTINGILL & Co. are placing the POPE business for '95. Dear, sweet old Lydia, however, is still fast in their affections, and everybody who writes the firm always winds up with "Yours for Health. L. E. P." That fetches an order every time.

Mr. George Eastman, of Kodak fame, has returned from Europe, his annual summer tour having ended. He will now bury himself in Rochester till the cold weather is passed. Mr. Frank Seaman, of the Allen Advertising Agency, also managed to scare up passage money over and return and is now back at his bench. Mr. L. H. Cress, of the Christy Knife Company, of Fremont, went away early in the summer and is not expected back till snow flies. Mr. Cyrus H. K. Curtis, of Camden, New Jersey, has also returned from his annual European outing. Pity these poor workingmen! Sad is their lot. Down with the income tax!



MR. GERALD PIERCE, JR.

GERALD PIERCE, advertising manager of the Tribune, received his first business education in Chicago under John R. Walsh, manager of the Western News Company at that time. He is the son of Gilbert A. Pierce, formerly managing editor of the Inter-Ocean, and later of the Chicago Daily News. Mr. Pierce is a young man, thirty-four years old, and the way the advertising columns of the Tribune have held up during the depression speaks for his ability.

FRANK STEVENS, the Only FRANK, of Boston, is back in harness again, and we may look for some half pages soon.

WM. J. MURPHY, the owner and general manager of the Minneapolis *Tribune*, is a young man, thirty-five years of age, born and raised in St. Croix County, Wis., on a farm. He attended the university for six years, between the ages of

15 and 21, and on the completion of his studies in '79 commenced actual work in Grand Forks, North Dakota. In 1880 he bought the *Plain Dealer*, then a weekly paper, changed it into a daily and made it the leading paper in the territory, afterward the State of North Dakota. In 1889 he sold the *Plain Dealer* and purchased the Grand Forks Gas and Electric Light Company and the Crookston Water Power and Light Company, which he still controls. In 1891 he moved to Minneapolis and purchased the Minneapolis *Tribune*, which paper has made some rapid strides under his management, doubling its circulation and becoming a valuable and paying piece of property.

The Minneapolis *Tribune*, which was, at the time he purchased it, run as an evening paper and a morning paper separately, was changed into an all day paper, running from four to eight editions daily. The *Farmers' Paper*, a weekly publication, was made a semi-weekly, and its circulation more than doubled.



MR. WM. J. MURPHY.

MR ALFRED B. SCOTT, of Scott's Emulsion, returned from Europe this month. Mr. A. Frank Richardson, K. C., is also back again after a month's treatment at Carlsbad. Mr. Richardson shows plainly the beneficial effects of his sojourn abroad. He is much reduced in weight, has greatly improved in spirits, and, to quote his own language, feels as he did when he handled a plow in Vermont.

THE meeting of the wholesale druggists and proprietary medicine manufacturers will doubtless bring together a larger aggregation of prominent advertisers than New York has seen for a long time. The week will be taken up with daily sessions of the association, interspersed with some sightseeing, theater parties, and the like. The specials will be out in force and the various agents will help to make the stay in town an occasion to be remembered.

MR. THOS. BEECHAM, one of England's largest advertisers, will arrive in this country the first week in October. His visit is primarily in connection with his advertising this coming fall and winter, though incidentally he will attend the convention of the Wholesale Druggists' Association, which meets in New York between the 1st and the 7th of October.

W. C. OVERMAN, the famous bicycle maker of Chicopee Falls, has some original ideas which he carries into execution that could be imitated to advantage in other great houses. At four o'clock tea is served to every one in the office. Fresh cut flowers adorn every desk. It is Mr. Overman's boast that he can summon any person in the factory to his desk at a moment's notice. He has an elaborate keyboard connecting with everybody and everything in the factory.

THE Boston office of the Pope Manufacturing Company will remove to Hartford in November. Mr. Bancroft, a graduate from John Wanamaker's, of Philadelphia, is now first assistant to Mr. L. L. Dow in the advertising department.

MR. GEORGE ENSIGN has lost the Paskola business. But it doesn't alter the fact that Ensign created the business, and that in his peculiar field he sometimes exhibits a mild form of genius.

The Ladies' Home Journal has created another new precedent in the publishing business. The circulation of their premium number last season having fallen below the number claimed for it at the time, they have now mailed checks to all advertisers in that number rebating the proportion of circulation not disposed of. In one instance a check went to a customer whose business is now unacceptable to the Journal. This is a Philadelphia idea worthy of emulation.

MR. C. N. GREIG, advertising manager of the New York World, has placed his resignation in the hands of Mr. Pulitzer and it has been accepted. He will sail for Europe on the "Spree," October 3, in all probability to join Mr. Kohlsaat, who is still abroad. Mr. Greig has made many friends in New York during his brief stay and the probabilities are that he will eventually make his permanent home in New York.

Rumor persistently connects Mr. Kohlsaat with a desire to purchase the *Times*. But rumor has always been more or less busy with him. In Chicago it was currently reported that a Cabinet position was the ultimate object of Mr. Kohlsaat's ambition; and doubtless in the event of McKinley's nomination such a possibility would not be out of the question.

PETTINGILL & COMPANY, advertising agents of Boston, have decided to open a branch office in New York. It will be located in the Mutual Reserve Fund Building, and will be in charge of Homer W. Hedge, recently with Frank Seaman. Mr. Hedge was instrumental in bringing the Paskola business to them.

"CURRENT LITERATURE" states that in Portugal if a married woman publishes literary works without her husband's consent the law frees him from her at once.

If this law were enacted in America what a rush into print there would be on the part of dissatisfied married women.



THE THRUSH'S SONG.
MARY HALLOCK FOOTE.

THE FALL.

In accordance with our usual custom during the subscription season we shall commence the distribution of sample copies with the present number. During the next three months, therefore, we shall print 20,000 extra copies of each issue, and hope to gather in the needful at a reasonable degree of celerity. The samples will be sent to a select list of advertisers along with a note couched in the most perfect English at our command inviting the attendance of a dollar by return mail in return for a yearly visit.

Among the death-dealing circulars with which our field is at present afflicted doubtless our course will create apprehension. But a more awful retribution than ever we can hope to wreak lurks within their crass exteriors. Death would be a perfect snap. They are condemned to live! Think of what Mr. Rowell must suffer when he sees Printer's Ink come out in its present shape week after week! Or the awful anguish that must chill the heart of Artemas Ward when he sends out Fame as the finished product of a man who has given the best years of his life to the study of advertising! Pardon these tears, Horatio, but the spectacle of a smart man hacking his reputation to flinders always moves me ducts.

The price of this paper, therefore, will remain as heretofore—\$1 a year, cash in advance. It will continue to be the dullest, stupidest, most ignorant sheet in the field. It is run by a long-



A SILVER MUG.

shoreman, a stevedore and an expert. And what we don't know about advertising you will find in the other papers.

Down with the dust!

WHILE the present situation cannot be called wholly satisfactory, yet many things have recently occurred to point unmistakably to a speedy revival in trade. In rapid succession the mining, railroad, coke and steel workers have gone back to work. It would occupy too much space to enumerate in detail all the mills and factories which have reopened after a period of more or less inactivity. Careful personal inquiry among leading manufacturers of dry goods, cottons and the great staples reveals no great lack of business for the coming season.

Reports from the leather trade, tobacco, coal and iron railroads, etc., are to the effect that business is certainly better and that another month at the present rate would do much toward a restoration of confidence in the future.

Our conclusion is, therefore, that business will be returned in about the same measure that it is striven for. Advertising appropriations will require closer watching and mediums will undoubtedly need more rigid scrutiny. In many cases concessions in price will be asked. On the whole, however, we approach the winter feeling a great deal better than at any time within the past ten months. There will be croakers, of course, who will refuse to be comforted. But the average man knows that the country must now be up and doing or go out of business altogether.

And the dull times haven't been wholly without their blessings.

OUR esteemed contemporary, Mr. James J. Corbett, is appearing upon the stage in a play entitled "Gentleman Jack," which is said to be founded upon incidents in his own life. Some of the incidents in Mr. Corbett's life have been indisputably striking and his play will doubtless be a hit. (We are aware that this is a chestnut of prehistoric growth, but it's what we're expected to say, under the circumstances, and nothing else goes.)



THE opening of the fall season in the retail trade has been heralded for two or three weeks past by an encouraging amount of newspaper advertising. The dry and fancy goods stores are already crowded, their counters displaying an array of treasures which, to the feminine mind at least, must be distracting, and which, somehow, give a comfortable suggestion of renewed prosperity all 'round. One expects, somehow, from the natural fitness of things, to find certain houses represented in certain newspapers. But there is no rule about it, of course; I find second-rate establishments occupying valuable positions in journals so exclusive that it is doubtful if its readers ever even heard of the firm; and, on the other hand, high-class houses represented in commonplace mediums. This, however, doesn't seem so incongruous; it is easier for a first-class establishment to draw the common trade than for a firm dealing in secondrate goods to attract the upper class custom.

Among the firms that are running half or full page announcements are Macy, Truesdell, Spreeter & Co., Bloomingdale, Ehrich, Hearn, Adams & Co., Jackson, Daniell and Hilton & Hughes-all of dry goods fame. Burt, Cammeyer, Crawford and Cohn & Bro, are leading advertisers in the local shoe trade. Bierman, Heidelberg & Co., Arnheim, Peyser, Smith & Gray, Rogers, Peet & Co., and Hackett, Carhart & Co, are among the advertising clothiers. F. Schumacher & Co., artistic fabrics, are using a neat announcement in a very pretty border. Vantine's newspaper's space is always well handled, as is also that of the Hodgman Rubber Company. A name that is new to me among the retail advertisers is that of McGibbon & Co,'s linen-upholstery house. The advertisement used by Hilton Hughes on the back page of a recent number of Vogue is a very good thing.

What a marked contrast is presented by two "page ads." from the Herald and World or Recorder respectively. Take the back page of the Evening World, for instance; it is black and vigorous, positively sticky with printer's ink, and everything tumbled pell-mell together. Capitals, cuts and price-lists—enough to make you dizzy. The Herald, on the contrary, with its pale-faced type, absolutely without accent, goes to the other extreme. I don't think either is a model of excellence.

THERE is no time of year when the newspaper's advertising columns are so eagerly scanned as they are right now. Fall and winter buying for every member of the household is the order, and the great majority of buyers are those who obtain their points from the papers; who depend, in fact, upon the papers for their information regarding stores, goods and prices; and it, therefore, behooves every house to be constantly represented in the newspapers.

"How is this?" says a recent furniture advertisement, presenting for inspection half a dozen smudges of printer's ink purporting to be an "elegant parlor set." "It's pretty bad," we say, inwardly, and wonder how a man could expect to sell goods on the strength of such a cut. Better no cut at all than one which means nothing.

SAYS a Fifth Avenue shirt-maker: "I have always made a specialty of high-grade custom shirts for newspaper men, at prices that are low for the quality."

This shows a keen perception of the requirements of newspaper men, and ought to bring business.

THERE seems to be no doubt that the cheap magazines are finding a larger market for their consumption than was at first deemed possible. There is evidently no reason to doubt that Munsey, for instance, is printing a good many every month. McClure also announces an increase for the holiday season.

It may be true, as Mr. Frank H. Scott remarked, that it is early to say whether the cheap magazine has come to stay. It has yet to be demonstrated that the cheap magazine is a valuable property even to the present owners themselves. But this much seems certain. There is certainly a far greater constituency who want something in a magazine form for a low price than was at first supposed. They do not, it is true, know literature from a handsaw. The standard seems to be about on a par with the Sunday newspaper. Goodness knows the Sunday paper has enough to answer for, and perhaps we do wrong to add this to the sum of its transgressions. But this gives the idea.

When you come to consider the Cosmopolitan one gets a better idea of the effect of a low price upon the "lum te tum" crowd. The Cosmopolitan trots in the same class with the Century, Harper and poor old Scrib. And no one need question the fact that it has largely gained in circulation since its reduction in price. It would seem, therefore, fair to assume that in default of war papers and such, the older concerns could reasonably consider the expediency of reducing the price. Unquestionably, as matters now stand, it would be an impossibility for them to put up \$10,000 for the contents of a single number when the other people don't put up a small fraction of that sum and sell at the same price.

And yet it seems as if it would be a great help if the price could be lowered to 25 cents.

OF course the first-class magazines will always retain the affections of first-class advertisers. It may not be generally known, but the business accepted by such periodicals is closely scrutinized. This is what makes them valuable for those who do get in. While we confidently expect a further development along the lines of cheaper magazines there will always remain a point beyond which they cannot go.

Subscribe for ART IN ADVERTISING \$1.00 per year in advance.

- "VERILY, truth is stranger than fiction."
- "What have you struck now?"
- "An account of a New Jersey editor being held up by foot-pads and robbed of \$14."
 - "What is there strange about that?"
 - "The \$14."

THE resignation of Col. Cockerill from the New York Commercial Advertiser fills a long felt want. Why it is that publishers set at defiance all the laws of common sense is something that can't be explained except on the ground that publishers, as a rule, could make more money sawing wood. No one for a moment denies that Cockerill is an editor of unquestioned ability and a marvelous capacity for hard work. But it was perfectly ridiculous for a paper striving to attract a Republican constituency to employ as the chief editor a man known far and near as a rock-ribbed, dyed-in-the-wool Missouri Democrat.

We congratulate the Colonel on his retirement from a position that must have proved irksome to say the least. And the *Commercial* cannot but gain by the consistency which will now come as a matter of course.

A choice suggestion from Printer's Ache:

For a Druggist-(By E, French).

EVER HAVE THE STOMAKAKE?

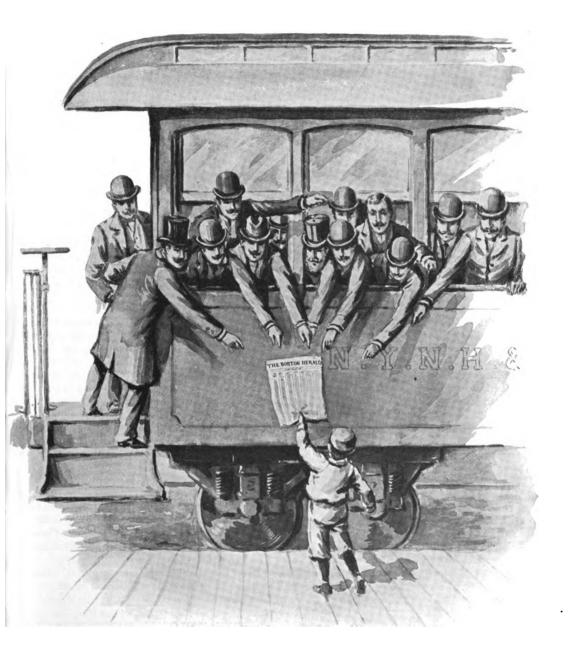
Makes you double up as if a base-ball struck your dinner-basket. I used to be so afflicted. Determined to reform. Experimented on myself with various mixtures (I know drugs) until my

PAIN PREPARATION

resulted. It's a dead shot. One pain, one dose. And if you get in the dose a little ahead of the pain, the pain stops before it starts. I know, because I've tried it many times.

Large bottle, 25c.

BROWNE - Pharmacist



THE LAST OF THE PACK.

SCHOOL ADVERTISING.

By J. E. Powers.

HORT talk on school advertising, eh?
Very short. I don't know what to say for the advantage of anybody, or of your gay magazine.

When I managed The Nation I used to edit the school advertisements somewhat. One of the owners thought I was doing harm readers had the schoolmaster's own advertisement, he thought, they could form some notion of what sort of school he kept; but, if I wrote some of the advertisements, how could the readers judge between the different schools? It was hardly fair. I thought he was right-from the point of view of the editor and reader; but from the point of view of the publisher, I thought it advisable to either refuse discreditable school advertisements or tinker them a little; for a good many school advertisements are discreditable, one way or another-discreditable to the school and even to the paper that prints them.

If I could write an advertisement so as to draw a lot of innocent boys or girls, or the children of innocent people, into any sort of a school, I should feel some doubt as to whether I ought to impart the secret of it promiscuously; but I am glad to say I can't do any such thing.

All I know about advertising anything, school or food, or raiment or tool, or comfort or pleasure, is to tell, in plain, agreeable words, what the proper users of it need to know before they decide between it and some other. The proper users of anything are they to whom that thing is the best there is to be got.

Such advertising concerns so few things that it seems scarcely worth the average advertiser's attention. What he wants is some device to "rope in" incautious or unintelligent buyers. I have no skill in such. I am so poor a workman that I won't undertake a job unless the stuff is first class, and I can't teach what I don't practice.

Kate Field's Washington no longer occupies the (Kate) field alone. We are now to have Kate Power's Politics, published at Jackson, Miss. It will require powers of a superior order to bring the Jackson publication up to the level of its Washington contemporary.

To advertise or not to advertise? is no longer the question; at least not in its broadest sense. Every man who keeps in touch with the times recognizes and admits the fact that advertising is to-day indispensable to the successful conduct of business. If in individual cases there are still "hesitants," it is safe to assume that they are somewhat back of the times and not likely to be missed in case of accident.

To the man who says he cannot afford to advertise there is but one reply—You cannot afford not to advertise.

You have, perhaps, dispensed with advertising in the past and managed to worry along quite comfortably; but to-day it is different. To-day your competitors are advertising and the public has developed a very decided preference for advertised goods, so that really you are left very little choice in the matter.

A BUSINESS that "cannot afford to advertise" is the business that needs to advertise. It would be a good idea to begin; not with the feeling that you are trying an experiment, but with the certain knowledge that you are doing the right thing for your business. Although your first outlay may be nothing more than a single line in a single newspaper, or a few inexpensive circulars, go ahead and get it started. Make the most of your small space or cheap bills, and let the public know that you are alive and after its hard-earned dollars.

Advertising doesn't necessarily mean a tremendous outlay of money, just at the start—and I am speaking now to the smaller establishments who have still some building up to do—but it does mean a judicious consideration of mediums and an effort to have your announcements telling in effect.

But don't think, for a moment, that you can get along without any advertising at all.

WITH APOLOGIES TO MR. MILLER.

He-I'm tired of life!

She—Humph! It's no worse than Puck and fudge.



WHICH, INDEED?

If you could have but one magazine which would you choose? This disagreeable question, sometimes put to me by inconsiderate acquaintances, is one which I have never been able to answer with any degree of satisfaction. I don't like even to contemplate so unpleasant an alternative. I find the thought disturbing.

Which would I choose, forsooth?

My mind turns lovingly to the veteran Harper's. I see the familiar, prim, old-fashioned cover; I turn the crisp, ready-cut leaves and linger, fascinated, over the beautiful illustrations by Smedley, Reinhart and Gibson. I note the short stories by my favorite writers and the Du Maurier drawing in the back pages. I even think kindly of the Drawer. And I say to the inconsiderate acquaintance, "Why Harper's, of course; I would choose Harper's." Yet, even as I speak, a sober-hued vision labeled "The Century Magazine," comes bobbing up serenely before my mind's eye, and the last two or three words leave my tongue with less confidence. I have an uncomfortable feeling of having committed myself too hastily, and I think despairingly of what I am giving up when I turn my back on the Century; the exquisite pictures, delightful articles, etc., etc., and I remark weakly that "I dunno; maybe I'd take the Century," No sooner, however, is this decision made than I am confronted by the yellow cover of Scribner's, which seems to mock me with a reminder of the treasure tucked away in its keeping. Scribner's has such good short stories! I waver; I begin to feel downright miserable. I look longingly after the Review of Reviews which goes flitting away before I can decide that I will take it. I grasp wildly at the Forum, the Atlantic-" The Atlantic's what I want," I saybut the latter is hustled along by the North American Review, the Cosmopolitan and Current Literature, and as the last leaf flutters out of sight I pull myself together, after the "It-wasa-dream" fashion, and congratulate myself that there is no imminent likelihood of my being pinned down to one magazine exclusively. I couldn't stand it! I love 'em all.

N. B.-ART IN ADVERTISING included.

SAYS Brander Mathews, in a recent interview in England, "It is a noteworthy fact that not a single English magazine is to be seen on the American bookstalls, as our magazines are seen here." The *Critic*, apropos of this, has the following:

"English people are trying to find out why the American magazines have so much larger circulations in England than any of their own. The answer is obvious—they are so much better. But why are they so much better? Mr. Besant has probably discovered one reason when he says: 'The English editor does too many other things' [possibly his salary makes this necessary]; 'in the States, the editor—always a man of proved ability—is engaged to give his whole time, all his thoughts, all his ability, to the conduct of his paper.'"

LOOKING through the October magazines, one is impressed afresh by their beauty and all-round attractiveness. There are, indeed, no such delightful magazines as our own either in England or elsewhere.

THE artist-author, Lord Edwin Weeks, is represented in Harper's by a charmingly illustrated article, "Lahore and the Punjaub." Julian Ralph, Owen Wister, Mrs. B. F. Mayhew and Thomas Nelson Page are responsible for the unusually good collection of short stories, that by Julian Ralph being especially entertaining.

Casper W. Whitney contributes a fully illustrated article on "Golf in the Old Country," and there are contributions from Grace King, Brander Mathews, Richard Harding Davis ("The Streets of Paris"), Richard Burton, John Vance Cheney and others respectively.

THE Century also gives us reason, as usual, to be proud of our magazines. The October number opens with a contribution, "The Real Edwin Booth," from the pen of his daughter, Edwina Booth Grossman. Brander Mathews continues his papers on "Bookbinding," Edward Eggle ston is represented by an article on "Folk-Speech in America," and André Castigne by a contribution to the "Artist's Adventures" series—a story illustrated by three of his own beautiful pictures.

There are short stories and poems by other well-known writers.

NOVELTIES.

THE NOVELTY COMPANY, 239 Broadway, N. Y., make a specialty of large thermometers for advertising purposes. They measure four feet long by seven inches wide, and are guaranteed to be reliable. They have been used quite extensively by some of the large advertisers.

They also make rulers, yard sticks, pencils and penholders, and last, but not least, a paper weight clock, which keeps correct time, is something decidedly novel and bound to be a very successful advertising medium by those who can afford to use them.

ROBERT GAIR, paper goods manufacturer, Brooklyn, N. Y., is putting on the market, for the coming holiday season, very handsome designs in lithographed and embossed folding boxes for confectioners and Sunday-schools.

THOS. J. GLEASON, 112 Liberty street, N. Y., is showing some very unique novelties in the shape of complete calendars for 200 years, rubber coin mats and emblematic buttons and badges, his latest being the "Populist" button, which he says is having a large sale.

RAPHAEL TUCK, SONS & Co., Broadway, N. Y., are offering a large assortment of imported advertising novelties in Christmas cards, booklets, calendars, art prints, gift books, and paper dolls. Their whole stock is of the finest and most artistic grade, and well sustains the reputation of this old established house.

ONE of the most strikingly beautiful and convenient sample books of tablets ever issued is that of the Acme Stationery Co. It consists of the fine art covers of the different tablets issued by this house, with samples of the papers used, the whole tied at the end, in portfolio form, with satin ribbon.

THE SUNBEAM PUBLISHING COMPANY, now of Philadelphia, has decided to locate at Annville, Pa., that place having donated a site and a cash bonus of \$8,000.

An incorporated company has been formed in Chicago, Ill., to publish a new paper to be

called the *Daily American*. The incorporators are John W. Dooley, William P. Fisher and William S. Hefferan. Capital stock, \$500,000.

George P. Rowell & Co., advertising agents, who publish an American Newspaper Directory, as a so-called "guide" to the circulation of American newspapers, have persistently refused to concede that the New York Weekly Tribune has the phenomenal circulation of about 167,000 a week. In their last annual they grudgingly admitted a circulation of 150,700, but went no farther. Owing, possibly, to an old controversy between the Tribune and Mr. Rowell, the latter seems never to omit an opportunity to make comparisons unfavorable to the Tribune in his little journal entitled Printer's Ink. The firm is now preparing to issue a new "guide" to circulations, under the auspices of Printer's Ink, and soliciting advertisements for the same from various newspapers. It is notorious that Geo. P. Rowell & Co. underestimate the circulation of various leading newspapers of the country, for an object we have never been able to understand. It is strange that Printer's Ink should not cheerfully admit the fact of the Tribune's great circulation. The following remarkable sentence occurs in a circular, relating to the new "Printer's Ink Year Book": "Publishers should remember that the circulations in the Year Book are for 1898, while what advertisers will be most interested in learning, next November, will be 'What will be the circulation in 1895.' This can be told IN AN ADVERTISEMENT." Does this firm deliberately underestimate circulations, so as to compel responsible newspapers to pay them cash to correct their own misstatements? The Tribune has refused to advertise in the new book, its agent having positively refused to print the truth about the Tribune's circulation. Mark what follows! A few days later Printer's Ink of Sept. 19 published an article, in which that journal, having investigated the tenement house districts of the east and west sides, prints comparisons of local daily circulations in those localities to the disparagement of the Tribune. Comment seems to be entirely unnecessary.

NO USE FOR CARLYLE.

CENE: Book counter in department store; bargains in standard works; two over-dressed, pasty-faced damsels lingering carelessly to examine titles.

"Did you ever read this?" said one, picking up a 19 cent copy of "Sartor Resartus." "Mr. Smith says it's splendid."

The other took the little volume rather gingerly, glanced for a moment into its solidly printed pages, and, with a contemptuous "excuse me?" tossed it across the counter.

The vulgar intonation of that "excuse me!" and its flippant application to so ponderous a work was amusing, to say the least,

GOOD THINGS WELL DONE.

CORRESPONDENTS are earnestly requested to send to this office any specimens of BOOKLETS, PAMPHLETS, CATALOGUES or advertising material of this nature, for review in this department. Address such specimens to "REVIEWER," care of ART IN ADVERTISING, 80 Fifth Avenue, New York City.

N an otherwise faultless catalogue issued by the Æolian Company it seems a matter of regret that the sketch showing a view of their own warerooms should be so hideously drawn.

Mr. Tremaine is unquestionably a gentleman of artistic discernment, and we hope he will take an early occasion to remove the only criticism which we have to make on the superior excellence of this production.

COMFORT sends out a very good circular, "The Missing Link." The point is very cleverly made that "Comfort" is the missing link between success and failure. The illustration which we print herewith shows the idea, which is one of more than usual cleverness.

"AN INTRA-MURAL VIEW," a very artistic brochure, has been received from The Curtis Publishing Company, Philadelphia, publishers of The Ladies' Home Journal. As the title indicates, the booklet gives us glimpses of the interiors of the Journal's offices, and someidea of the work carried on there. The main building, entirely occupied by the editorial and business offices, was designed by Mr. Hardenbergh, the architect of the Hotel Waldorf, New York, and was completed in January, 1893. The exterior is attractive, and the interior elegantly appointed and admirably planned. The numerous illustrations, showing the commodious and wellfitted offices, and the accompanying text, giving us some insight into the work in the different bureaus, requiring a force approximating four hundred employees, indicate the wonderful success which The Ladies' Home Journal has achieved in an almost incredibly short time.

HOOD's sarsaparilla rejoices in a handsome new lithographed poster, which I noticed on the stairs of the elevated road. A less elaborate but equally striking sign is that of Warner's Safe Cure, which fills the space directly at the foot of the stairs, and is well calculated to catch the public eye. The poster is a simple affair in black and yellow, of the old-fashioned circus bill variety, and reads as follows:

"SPECIAL NOTICE.

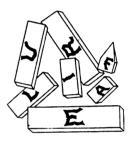
"All passengers going by down-town trains should take Warner's Safe Cure to insure safety."

The sign is varied to fit the up-town side of the road, and is good because the words "Down-town (or up-town) trains" are printed in very large letters and cannot possibly escape the eye and attention of every passer."

"Two Tours to the SOUTH" is the title of an illustrated booklet issued by the Pennsylvania Railroad Company. It is in the interest of their "Personally Conducted Tourist System," and presents in a clever and attractive way the details of an autumn pleasure trip to the Blue Mountain region, Richmond, Gettysburg, Washington, Luray, and various other points in the same neighborhood. The half-tone illustrations add much to the interest of the book.



THE CONNECTING LINK BETWEEN



FAILURE AND



IS



NEW BUSINESS.

REDERICK W. NOSTRAND, Tribune
Building, New York, is making contracts
for advertising Newsboy Tobacco and
Sweet Caporal Cigarettes.

J. H. Zeilen & Co., Philadelphia, are asking rates for Simmons Regulator advertising.

PETTINGILL & Co., Boston, are asking rates on Green's Nervura advertising.

POND'S EXTRACT Co., 86 Fifth avenue, New York, has begun to make new contracts.

THE Bates and Morse Advertising Agency, New York, wants rates on 500 inches one year, special position.

Mr. BEECHAM is expected to arrive on the 1st of October to arrange the coming season's advertising.

GEO. P. ROWELL & Co. will handle the Bromo-Caffeine advertising.

THE Quaker Oats advertising is handled by Paul E. Derrick, Tribune Building, New York.

CHAS. H. FULLER & Co., of Chicago, are placing advertising for the Duluth Milling Company.

THE RUTH GOLDSMITH Co., of Boston, is owned by a company of which Mr. Paul E. Tarbel is the head.

THE YOUTH'S COMPANION have completed arrangements for an amount of advertising during the subscription season much larger than usual.

LIKE Ayer, of Philadelphia, Dodd's Agency in Boston is taking some of their own medicine in the larger magazines. Thompson still sticks to circulars. The rest do nothing. Nervy people!

THERE is room in New York for a high-class printer. We don't mean a printer who can do simply high-class mechanical work. We mean a printer who is willing to smear his rollers with his brains; who is willing to make his red ink out of his heart's blood, if necessary. A printer who can make a thing of beauty and a joy forever out of a sheet of twenty-four by thirty-eight forty pound coated book.

There was such a firm some time ago, Fleming, Brewster & Alley, but they went the way of all things earthly after a brief but brilliant career. No one ever filled the gap. We enter-

tained an angel unawares that time, and now that they are gone the loss is felt wherever good printing is known and admired. They made home happy. But the blood of the martyr is the seed of the church, and perhaps it had to be. Who will take up the cross where they laid it down?

TRUTH, after a period of unexampled silliness, seems to have dropped into a lucid interval again. Some of the stuff published last summer was exasperating beyond measure. Fancy ten cents' worth of matter every week that was supposed to have a double meaning and really had no meaning at all!

WANTED—Position as useful man. Address Him, care Vogue.

The elevated stations show more signs and newer designs than are to be seen in the cars themselves. Among the most noticeable are those of the Franco-American Soup Company, Hotel Brunswick cigar, and Surbrug's Golden Sceptre smoking tobacco, respectively. Mellin's Food, Hardman pianos and Best are well represented, and there are the signs of several local clothiers and hatters and the daily papers. Among the latter that of *The Sun* is probably the best. Babeskin soap uses a neatly framed small sign. Taken all in all, the stations present a very prosperous appearance—from the advertising standpoint.

NEW YORK has a new daily newspaper, the Chinese News, edited by Yung Kwai. The man who has the temerity to start a newspaper, Chinese or otherwise, at the present time, must be Yung indeed.

A DENTIST who died in a rural town in England, a few days ago, had made it a hobby to keep all the teeth which he had drawn in the course of his professional career. His will ordered the collection of teeth to be placed with him in his coffin for burial. His heirs fulfilled his command, and almost thirty thousand teeth were put into the coffin with the dead dentist.

Such indisputable evidence of a man's "pull" on earth ought to work to his advantage, somehow, in the hereafter.









SIGN ADVERTISING IN ST. LOUIS.

OUR PATENT RECORD.

OMPLETE copies of the specifications and drawings in these and other patents may be obtained by sending the number and 15 cents in stamps to Edward C. Weaver, attorney and counsellor in patents, 900 F street, Washington, D. C. Any aid and advice in patent matters will be gladly given.

No. 526,557.—Apparatus and Method of Printing upon Glass, by Alfred Brookman, of New York City. Filed April 28, 1894.

A transfer pad is arranged between two independently sliding beds, but in such manner that it may be attached permanently to either and partake of its motion.

No. 526,558.—Method for Decorating Glass, by James Budd, of New York City. Filed April 14, 1804.

The process is essentially in using a special powdered and fibrous ground to protect the glass from either acid or the sand blast. It is used in sign making.

No. 526,581.—Hotel Register, by David F. Riegle, of Portland, Ore. Filed May 8, 1894.

The leaves of the register are provided with extended panels that carry advertising matter, but which may be severed from the book when it is filled and ready for filing away. The panels may be transparently covered.

No. 526,625.—Show Case, by Alfred Hulbert, of Clear Lake, Iawa. Filed May 19, 1894.

Design 23,657.—Advertising Check, by Henry J. Heinz, of Pittsburg, Pa. Filed Dec. 30, 1893.

This is the familiar check similar in form to the brass baggage plate and bearing the gilt keystone. It will be remembered that the very pavements at the Columbian Exposition were covered with them.

No. 526,590. Advertising Shipping Tag, by Archelaus S. Terrill, of Chicago, Ill. Filed April 17, 1894.

The sheet bearing upon its one side a circular letter may be separated by perforated lines into several shipping tags, the reverse side of each bearing address blank.

VOICES FROM THE DEAD.

MARKET ST., Philadelphia, is crowded with women riding bicycles.

An abundant supply of humor has been provided for the dear Journal sisters next year.

Francis Wayland Ayer first commenced business soliciting ads. for the *Baptist Union*, of Philadelphia. One or two other religious papers were soon added to his list. He came naturally by his affiliation with religious papers, his father being a retired Baptist minister. The coterie of papers which he then controlled were subsequently sold to a company now known as the Religious Press Association.

"You may break, you may shake the vase if you will,

But the scent of the Ayer will cling round it still."

Because of this early association Brother Roberts is unable to wholly convince the outside world that the agency is not behind the list. This wouldn't be so bad were it not that the agency, for the same reason, takes particular pains to leave the list severely alone. Some of the manifestations of Jenkinson are just about as silly as Puritanism.

Col. F. N. BARKSDALE, advertising manager of the Pennsylvania Railroad, was very much perturbed because the last two numbers of ART IN ADVERTISING had failed to reach him. It seems that the road had removed its general offices from South Fourth St. to the new building on Broad St. It is, perhaps, too much to expect that the Post-office authorities would realize the change so soon.

Subscribers will kindly note that it takes us three weeks to make a change in our list, owing to the many names we don't have.

M. VINCENT McLaughlin, a son of M. Frank McLaughlin, is now business manager of the Philadelphia *Times*, succeeding the late Mr. Taylor.

A. W. Taylor was a young man of marked ability. His sudden taking off at the beginning of a career that promised so much was a great shock to the business community and a loss keenly felt by the management of the *Times*.

THE Democratic party is busy pulling the pedal extremities of the Hon. Wm. M. Singerly, of *The Record*. It costs something to advertise a paper sometimes.

The Item is running a series of Mayoralty contests that are edifying to a marked degree. Brokers, postmen, coppers, etc., seem to be the choice of the Philadelphians represented by the Item for Mayor of the town.

THE Public Ledger has made some great improvements in its counting room. "Bob" Cook and "Jimmie" Elverson, business-manage the Press and the Inquirer respectively. When they do it is a mystery. We have called at all hours only to find that they "have gone for the day" or "are not down yet."

Crowds of men and boys surround the various newspaper offices watching returns from cricket. The gentlemen of England are playing against the gentlemen of Philadelphia. Cricket is a great game. Takes two days sometimes to play half an inning. This explains its popularity in Phila.

Trade, the business magazine published by Hires, of Root Beer fame, has been sold to Stern & Co., the printers. It is funny to see Mr. Hires deliberately abandon the short cut to wealth.

MRS. RORER'S magazine, The Household News, is now printing 10,000 copies. Mrs. Rorer is certainly a great name to anyone within Phila.

Table Talk, edited by Helen Louise Johnson, is enjoying a fair show of prosperity. It seems to have a good hold on the housekeepers.

Business at the stand where they everlastingly keep at it was moving along in pretty good shape. The brakes were off and the engineer had given two whistles—or three—I forget which—but at all events enough to start the train ahead again. And the wild bells were ringing out louder than ever.

THE health of Mr. Bok and of Mr. Talcott Williams is such as to cause some slight uneasiness among their friends. Both have been ordered away from business. The trouble arises from overwork.

DRUGGISTS IN CONVENTION.

THE twelfth annual convention of the National Wholesale Druggists' Association was organized in Delmonico's on Monday evening, October 1st, at 8 o'clock.

That the delegates might have plenty of room, the local Committee on Arrangements engaged the entire second floor of Delmonico's for the convention, but even this liberal space was crowded, the attendance of the delegates being unusually large for the first day.

From early morning until the hour when the convention was to open, the local Committee of Arrangements was at work getting things in shape for the meeting, and when the delegates began to arrive they found everything in order for them. The main banqueting hall was arranged for the business sessions, and the adjoining rooms on the floor were at the disposal of the members for private or association matters. A typewriter and stenographer were in attendance in one of the side rooms. One of the committeemen said to an out-of-town friend:

"If you don't see what you want, just ask for it. If you see it, help yourself without asking."

When President Frank A. Faxon, of Kansas City, called the convention to order, the room was crowded with members.

He spoke very briefly, congratulating the delegates on the good attendance, and declaring the convention formally opened. Then he introduced President Darwin R. James, of the New York Board of Trade and Transportation, who welcomed the delegates on behalf of the city.

"I esteem it a great honor," said Mr. James, "to extend the welcome of our municipality to such a representative body of business men. Just at present we are passing through a rather critical period in our municipal life, but we always have time to extend cordial greetings to such bodies as yours when they honor our city with their presence."

Mr. James alluded to the well-known public spirit and enterprise for which the wholesale drug trade and the manufacturers of proprietary medicines have always been noted. He also spoke of the late William A. Gallatly, the first president of the National Association, whom, he said, he had known intimately, Mr.

Gallatly having been a member of the drug section of the Board of Trade and Transportation.

Mr. James complimented the drug trade on the good work it had done in aiding the work of having the Sherman bill repealed, and he expressed the hope that the association would continue to make itself felt in the cause of sound money.

"There is not a body of men anywhere," concluded the speaker, "that is better informed on the principles of a sound currency than the members of your association."

Mr. James was followed by Mr. Main, second vice-president of the association; Mr. Kline, of Smith, Kline & French Co., Philadelphia; Mr. J. M. Peters, of New York; the venerable Dr. Humphrey, founder of the great house that has spread the fame of Humphrey's Homœopathic Specifics all over the world, and others, after which they adjourned.

On Tuesday, Wednesday and Thursday they were in session as early as nine o'clock in the morning, and matters of importance to the trade came up for earnest but friendly discussion, and with the more serious business a good deal of pleasant intercourse was enjoyed by the different members of the association, and their material comforts were well looked after by the Committee of Arrangements. Everything was done to render the delegates comfortable and happy—and luncheons, dinners and theater parties were liberally provided for and heartily enjoyed by the delegates and their wives, and on Friday they enjoyed a grand steamboat excursion.

It is stated that in 1880 the newspaper and press associations received only 28,000,000 words by telegraph, while the figures for last year are 1,800,000,000. This will give some idea of the development of newspapers in the United States within the past few years.

THE porteress or lady's maid is an innovation introduced on the Pennsylvania Limited. It is to be hoped she will develop none of the disagreeable proclivities of her co-laborer (?), the Pullman porter.

WHATEVER else his woes may be the theatrical advertising man is but little troubled by the question of mediums. This part of his work was cut and dried for him long before he went into the business, and the bill-board and newspaper are accepted as being essentially the best mediums for this line of advertising. In fact, so closely associated in our minds are the theater and the bill-board that, no matter how popular the latter medium may become for general advertising, it will always seem to us distinctively one of the "stage properties." We know of no other instance in which a business and its advertising medium are so peculiarly associated.

WHILE we have no Cherét to boast of (more's the pity!), we have every reason to be proud of the artistic excellence of our lithographed posters. Much of this work is, of course, commonplace, but now and then the bill-boards show some extremely clever things.

THERE is probably no other advertisement on earth, possessing such all-round interest for the public, as the lithographed theater poster. Other advertisements, however good, appeal to one class and have no interest whatever for another. Take Pears' soap, for instance, and consider with what positive aversion its arguments must be looked upon by the "great unwashed;" and yet this same "great unwashed" elbows the man-about-town, the resplendent dandy, the dignified pater, and a good many other well-dressed and important people in his anxiety to see the freshly posted theatrical bill. And they not only look at the bills but go to the play.

PECULIARLY associated with theatrical advertising is another medium, humble, indeed, but of sufficient consequence, perhaps, to warrant its mention in this connection; I refer to the municipal ash-barrel. Occupying, as it does, for a portion of each day, a prominent position on the city sidewalk, it offers excellent facilities for advertising purposes. It is rarely used, however, except for theater ads., and, usually, the allusion is of the slightest—two or three words or a mere mention of the title of the play.

WHAT ails the elevated cars? What has become of their beautiful frieze of advertisements? We can easily account for the empty spaces that confronted the passenger's eye, throughout the spring and summer, but now, in the face of the general revival of advertising, isn't it a little curious that these spaces are still empty? So persistent an emptiness in an important medium cannot fail to be noticed.

THE advertiser who offers a large sum of money to the dissatisfied purchaser of his goods, and at the same time gives no clue to his place of business, other than a lock box in the post-office, is a good man to look out for on general principles.

A CASE is about to be tried in London that is a peculiar one. A lawyer is going to ask a judge and jury to consider his grievance against a newspaper, which consists in not mentioning his name in its columns. It is alleged that this particular paper printed his name only in reporting cases he has lost, omitting it in cases where he has won.

A WISE FATHER.

Smith—No, I never take the newspapers home; I've a family of grown-up daughters, you know.

Jones—Papers too full of crime, eh? Smith—No; too full of bargain sales.

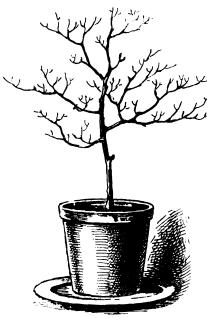
No man or woman is altogether advertisement-proof.



CONSIDERABLE ILL-FEELING BETWEEN THEM.

This Plant may-flower and it may not

but



your ad. in

"6hg Mayflower"

at \$1.00 per
line will surely
bear good
fruit

Address JOS. J. DE LONG, 89 Tribune Building, New York.

FOR SALE

AT

ADVERTISING

SPACE

one-third

of a

CENT

per

LINE

per

THOUSAND

circulation.

that is used every week by such advertisers as: Walter Baker & Co. Beecham's Pills Cleveland's Baking Powder Mellin's Food Estey Organ Co.

N. K. Fairbank & Co. Ferris' Hams Hood's Sarsaparilla

Liebig Company George Macbeth & Co. None Such Mince Meat

Ivory Soap Royal Baking Powder

Scott's Emulsion and hosts of others in

THE GOLDEN RULE

For explanation address

GEO. W. COLEMAN, Advertising Manager

646 Washington St., BOSTON, MASS.



MR. FRANK S. GRAY

No. 12 TRIBUNE BUILDING NEW YORK

Has been unanimously nominated General Eastern Agent for

Indiana

and has the support of THE THIRTEEN AND OTHER LEADING DAILIES in the Eighteen Principal Cities of the State.

PLATFORM

TARIFF...We believe in a low tariff rate to foreign advertisers.

Protection to customers.

FINANCE...Gold, silver or greenbacks in exchange for space.

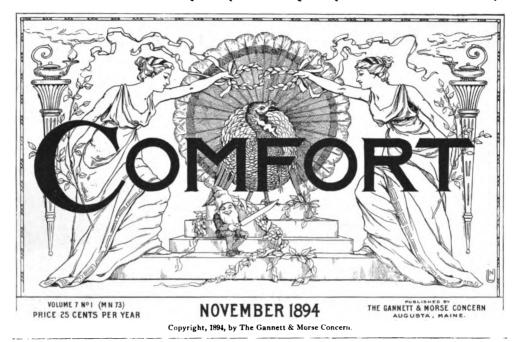
GOVERNMENT...State's rights for Indiana, and severe denunciation of advertisers who do not patronize the papers of the State.

CANDIDATES FOR POSITION AND RATES, address

FRANK S. GRAY

General Eastern Agent for Indiana

I Cover the State!



ANY MAN OR WOMAN

who will examine Comfort as now published will easily understand why it regularly penetrates over a million and a quarter homes, and why "If you put it in Comfort it pays."

In addition to the usual copyrighted departments, the November issue will contain a full page of peppery and to the point answers to the question "Shall Women Vote?" Some of the foremost women in America will be among the contributors.

The October issue (now ready) presents a novel attraction in the form of signed Tariff Opinions, by such leaders as Senators Gorman, Sherman, Peffer, Cullom, and Representatives Reed, Wilson, Cockran, Bland, Crisp, Payne, McMillin and Tom Johnson.

RATES—five dollars a line. READERS—over six million. RESULTS—ask such shrewd advertisers as the owners of Hartshorn Shade Rollers, Kayser Gloves, Brown's French Dressing, Crescent Bicycles, Douglas' Shoes, Christy Knives, Sapolio, Warren Hose Supporters, Beethoven Organs, Diamond Dyes, etc.

Space of agents or direct. Home office, Augusta, Maine; Boston, John Hancock Building; New York, Tribune Building, Lewis A. Leonard, Representative.

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A MUFFLED DRUM

Is all right at funerals, but what's wanted to inspire life—set hearts throbbing and feet tramping—is the loud, clear tattoo.

Of course in saying

MΥ	MY wife having left my —— ANY one knowing the whereabouts ——	
ANY	A NY one knowing the whereabouts —	
WII	LL the petite blonde who	

the quiet, commonplace style is best.

BUT, in regular trade-seeking advertising, THAT'S SUCCESSFUL, a bright, forcible ad's THE CHIEF THING.

Here's our idea: It should have

Lots of Sparkle
Lots of Snap
Lots of Common Sense

It should be so distinctive that it STICKS OUT—yet should rather TEACH than TICKLE.

We don't go shopping for brains. The man who writes and the man who draws are paid by us to do nothing else.

They have ads on the brain-are in quest of ideas, in office and out.

SHALL WE PUT THEM TO WORK FOR YOU?

Lord & Thomas

Newspaper and Magazine Advertising 45 Randolph Street, Chicago







A Good Many Men Have Been

HANGING ON THE RAGGED EDGE

DURING THE PAST YEAR

But times have changed, and all business weather-vanes point toward prosperous conditions again.

THE __FORUM

has demonstrated that the masses appreciate and buy practical, thoughtful literature, and this is why it has become recognized as one of the best mediums among the monthlies.

Pres. F. H. Scott, of the Century Co., said in a recent public address:

"It is not the long novel, nor the short story nor fiction of any kind that gives the magazine its strong hold upon its readers, but the so-called 'solid' matter."

The circulation of THE FORUM has trebled during the past year. Rates are to be advanced with the January number.

THE FORUM PUBLISHING CO.

UNION SQUARE
NEW YORK

Every-day Educator

A Bright New Book For Everyone

FULLY ILLUSTRATED THROUGHOUT

PRICE 50 CENTS

Fach of the numerous departments forms a unique feature. Here are the titles of a few:

1. How to Keep a Common Set of Books.

2. Banking.

3. Handy Helps for Corresponding Clerks.

4. Business Pointers for Young Business Men.

5. Shorthand Multiplication.

6. Practical Lessons in Business Arithmetic.

7. Handy Helps for Bookkeepers.

8. Good Openings in New Trades.

9. Lessons in Penmanship.

10. An Easily Learned System of Secret Writing.

11. How to Get a Start.

12. How to Succeed at Civil Service Examinations.

13. Law Lessons for the People.

14. How to Buy and Sell Stocks.

15. How to Form a Stock Company.

16. Lessons in Electricity.

17. Easy Lessons in Astronomy.

18. Hints on Public Speaking.

19. How to Apply for a Situation.

20. Rules of Order for Business Meetings.

The Brightest and Best Heip Manual Ever Issued in this Country

EVERY-DAY EDUCATOR will be mailed, securely packed, postpaid to any address for only 50 CENTS. All orders filled the same day as received.

D. T. MALLETT, Publisher

78 Reade Street

NEW YORK



BUILT TO PLEASE.

The reading matter is of such a nature as to be of practical value and interest to hardware dealers. It does not discuss mechanical or manufacturing topics, because its subscribers are hardware dealers, not makers of har iware.

PAYS ITS ADVERTISERS,

For the simple reason that it rot the simple reason that it gives them an honest equivalent for their money, by placing their announcements in the hands of the buyers of their goods at a reasonable cost.

For Sample Copy and Rates, address,

The Hardware Dealers' Magazine,

D. T. MALLETT, PUBLISHER

78 Reade St., NEW YORK.



REVOLVING OATING STAMP

What is It for?

DATING

etters, Statements, etc.

What will it do?

PRINTS

All the months, Years from 1894 to 1899, Figures 0 to 90, "Rec'd," "Ans'd," "Paid," "Ac'p'd," "Ent'd."

Special lot for sale at 39c. each, postpaid

\$4.50 PER DOZEN SIZE OF DEC 25 1899

D. T. MALLETT

78 READE STREET, **NEW YORK** ÷adadadadadadadadadadadadadadada



Send 25 Cents

for a copy of the

"Book of Ideas for Advertisers"

> 100 Pages Cuts. 70 Styles of Ads. Full of Valuable Ideas 50 Cuts.

D. T. MALLETT, PUBLISHER

78 READE ST., NEW YORK





The Cosmopolitan on Only Magazine

of its class which states its circulation. It not only makes a mere statement, but it gladly submits and welcomes the most rigid examination of its circulation department, News Company account, paper, ink and press bills. It has nothing to lose by this and much to gain.

The earning capacity of an advertisement depends, first, on the number of persons into whose hands it is placed who have purchased the periodical of their own volition.

Second, the earning capacity of the magazine's customer. A man may want to buy nearly everything he sees advertised, but if he has no money the advertiser can get no returns. So the profit of the advertiser must of necessity rest on the circumstances of the class to which it caters.

Advertising in the COSMOPOLITAN at \$300.00 per page is to-day the CHEAPEST AD-VERTISING in this or in any other country, based on either actual circulation, or buying capacity of the reader. These facts cannot be denied or controverted.

THE COSMOPOLITAN MAGAZINE

Broadway and 25th St.

NEW YORK





Circulation Tells...

And we tell Circulation to Advertisers

Circulation of the

NEW YORK

WEEKLY TRIBUNE

Average per week, 165,682

This circulation is entirely among farmers and villagers, and covers the Eastern, Middle and Western States.

Advertising rates low. For estimates address

"THE TRIBUNE"

NEW YORK

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WHEN IN DOUBT USE SCRIBNER'S

The Christmas Number of Scribner's Magazine

The Authors

Represented are:

Rudyard Kipling
Robert Grant
Brander Matthews
H. C. Bunner
Philip Gilbert Hamerton
George W. Cable
Cosmo Monkhouse
Walter S. Palmer
and others

The Artists

Represented are:

A. B. Frost
George Frederick Watts
(Reproduct
Albert B. Wenzell
Oliver Herford
Frank French
Alfred Brennan
Albert Lynch
Emile Friant
and others

It will be a great favor if Advertisers will send their orders and copy very early in order that advertisements may be satisfactorily set and classified and proofs shown.

No increase in rates for this issue.

Charles Scribner's Sons, Publishers

153-157 Fifth Avenue

New York



MRS. MARGARET BOTTOME

In the September Number of "The Ladies' Home Journal," very entertainingly tells of the commencement of the order known as the

KING'S DAUGHTERS...

It is excellent reading for any one, but what will particularly interest advertisers is this fact, that, commencing in 1886 with one circle and ten members, it now, in 1894, has 15,000 circles and 400,000 members, and their only official organ is that brightly edited and wonderfully prosperous paper,

THE SILVER CROSS

Hundreds of this Country's shrewdest merchants and manufacturers are finding it unusually profitable talking to these 400,000 bright women. We want some hundreds more to find it out. Consult with us at

158 W. 23d St., NEW YORK



OVER

150,000

GUARANTEED WEEKLY

750,000 Readers...

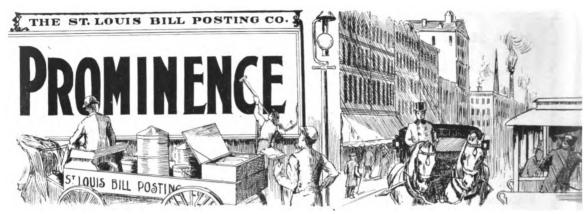
Advertise in the

THANKSGIVING number

The Gospel News Co.

Illustrated
Home Paper

147 Seneca Street, CLEVELAND, OHIO



Take advantage of the

Lively Times in St. Louis this Fall...

General advertisers having paper on hand should at once send sufficient for a strong showing to The St. Louis Bill Posting Company.

St. Louis Hotels are already crowded with country merchants from the great Southwest, the South and the West, replenishing depleted stocks, and a prosperous trade is opening that has never

been equaled in the history of St. Louis.

The Exposition, the Veiled Prophets Celebration, and the State Fair will crowd her streets with visitors, and altogether an outdoor advertising "boom" in St. Louis this Fall will have a vastly enhanced value.

The service of The St. Louis Bill Posting Company is the best in the United States...

St. Louis is the only city of stirring events in the country this Fall...

Strike where the Iron is Hot!

Send for descriptive list of the prominent points at which we can display your paper.

The St. Louis Bill Posting Co.

Office...

R. J. Gunning, President

No. 9 S. Broadway, St. Louis, Mo.

Womankind

NEW YORK CITY and SPRINGFIELD, OHIO

The SWORN TO AND PROVEN Circulation of this model woman's magazine in November and December will EXCEED

150,000 Each Issue

The Advertising Rate will be the lowest ever quoted by a magazine of its class having a circulation of like extent and character.

30 cents net, per Line

The November forms will close promptly on October 20th. First come best served.

GEO. S. BECK, Eastern Manager, 103 World Building,

New York City

Lippincott's

Monthly Magazine

COMPLETE NOVEL IN EVERY NUMBER

J. B. Lippincott & Co.

Philadelphia. Pa.

A GREAT RELIEF!!

Pocket Rate Book"

TELLS THE COST

of advertising in the leading magazines and newspapers of America.
Tells you everything you want to know—nothing by halves.
The handlest and most complete system

for instantly ascertaining the cost of any

advertisement. Nothing like it since the world began. You want a copy.

Price, 50c, by Mail

nicely bound in Flexible Silk Cloth. 5,000 copies now ready.

Address

G. H. POWELL

Springfield, Mass.

NEW YORK.

A LBANY, N. Y., TIMES-UNION has more subscribers than all the other dailies combined.

PENNSYLVANIA.—Philadelphia.

TABLE TALK, circulation 23,000. Best for Household Goods.

OHIO.—Columbus.

OHIO STATE JOURNAL. Leading Paper, Daily, Sunday, Weekly.

MASSACHUSETTS.—New Bedford.

THE EVENING STANDARD, greatest newspaper in Southern Massachusetts Circulation over 8,000.

MORNING MERCURY, only morning paper south of Boston. Circulation over 8,000.

NEW \$900 UPRIGHT STEINWAY

is offered as a premium to agents selling most CHRISTY KNIVES by Dec. 31, '94. Write for particulars.

CHRISTY KNIFE CO., Fremont, O., Box 32

ST. AUGUSTINE is Society's Winter Capital. THE ST. AUGUSTINE NEWS is Her Immaculate Maiesty's "Court Journal." F. G. Barry, Publisher, Utica, N. Y.



LEND A HAND.

That is what I can do for you if you wish to improve your advertising.

Send for my catalogue of over two hundred outline designs suitable for newspaper, magazine, and other advertising.

H. C. BROWN, 80 Fifth Ave,, N. Y. City.

THE MERIT OF "SIGNS"

As an advertising medium is due to location, permanency, display, and a method of business based upon legitimate principles of get-what-you-pay-for service.

ALL [aux][45] WALL, FENCE, BULLETIN ADVERTISING SIGNS

YOU WANT THEM? Our way as we do it for others should suit you TWENTY YEARS' EXPERIENCE possesses us with a knowledge that assures satisfaction. Inquiries promptly answered.

Standard "SIGNS" and Advertising Service

N. W. Cor. 10th and Arch Streets

PHILADELPHIA, PA.

Advertising AGENCY BOSTON

Reliable dealing, low estimates, and careful service have given this agency a standing with advertisers equalled only by its influence with newspapers!

Advertisements specially prepared for our Clients.

NEW YORK: World Building.

SEND FOR ESTIMATE.

WANTED—Man with brains and ability, and with from \$2,500 to \$5,000 in cash, to take an interest and edit one of the best paying afternoon papers in one of the best cities of Tennessee. If you mean business address

" MIDDLETON "

Box 415 - Chattanooga, Tenn.

WANTED—Young man to solicit orders for an established Advertising Magazine. Address "CLINTON," care of ART IN ADVERTISING Co. 80 Fifth Ave., N. Y.



Send us a postal card for our book on Hot Water Heating and other literature on this important subject. Art in Advertising will be mailed to any address from now till January, '96, for \$1.00.



You are cordially invited to call and inspect the exceptional facilities possessed by THE WINTHROP PRESS, 32 and 34 Lafayette Place, New York, for the prompt and satisfactory execution of orders for designing, engraving, printing, binding or mailing of catalogues, circulars, periodicals and other printed matter.

Estimates will be quickly and cheerfully furnished.



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"There are three kinds of praise: that which we yield, that which we lend, and that which we pay. We yield it to the powerful from fear, we lend it to the weak from interest, and we pay it to the deserving from gratitude."—COLYON.

E. W. BLISS CO.

Manufacturers of Presses, Dies and

Special Machinery

17 Adams Street

BROOKLYN, N. Y.

September 29th, 1894.

The Winthrop Press,

32 Lafayette Place, New York.

Gentlemen:-

We are glad of the opportunity to express our thorough satisfaction with the catalogue just completed for us by you.

It is by far the best we have ever had; and the promptness with which it was executed adds to our satisfaction.

Yours truly,

E. W. BLISS CO.,

Per J. R. Bennett.

Before placing your order would it not be advisable to call on The Winthrop Press—inspect their facilities, get their prices, and see what their other customers say of them.

America's Greatest Illustrated Paper



Seen

Everywhere.

Read by

Everybody.

Patronized

by all Leading

Advertisers.



Gives the
Best Service
at the
Most
Reasonable
Rates.

Include it in your List.

Christmas Number...

Will be published about December First.

Handsome forty page paper with lithographed cover.

A choice issue for handsome advertising.

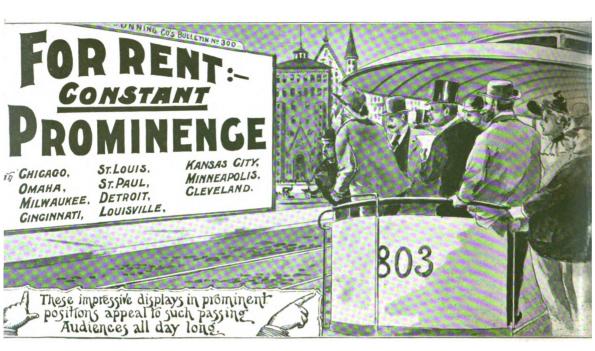
Forms close November Fifteen. Send for rates.

WILLIAM L. MILLER

Advertising Manager

110 Fifth Avenue, NEW YORK

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These Eleven Big Cities offer you...

Millions in Business....

The "GUNNING SYSTEM of Public Attraction at Monthly Rental" offers you an assured, definite, direct means of commanding the attention of those entire populations.

It is a calculated, studied and fully accomplished means of focusing the public's eye, impressing the public's understanding, and keeping continuously before the public's attention in those important markets.

It has demonstrated merit peculiar to itself and not found in ordinary methods of advertising. Every progressive advertiser should study its points.

For particulars address...

The R. J. Gunning Company

Proprietors of "The Gunning System" and Contractors in Sign Advertising anywhere on earth

Executive Offices ...

289 Wabash Avenue, Chicago





No Free Samples
No Chromos
No Clifts or Other
Inducements

620,000 Copies Sold

Contributors to One Number (November issue)

Julia Ward Howe
Amelia E. Barr
'Octave Thanet''
Mary Mapes Dodge
Rebecca Harding Davis
Mrs. Edward Everett Hale
Mrs. A. D. T. Whitney
Mrs. Lyman Abbott
Mary E. Wilkins
Mrs. Burton Harrison
'Gail Hamilton'
W, D. Howells

The Curtis Publishing Company, Philadelphia
NEW YORK: 1 Madison Avenue

CHICAGO: 508 Home Insurance Building



Entered at the Post Office at New York as second-class matter.

VOL. IX.

NOVEMBER, 1894.

No. 9.

Published by The Art in Advertising Co.

80 Fifth Avenue, New York.

Chicago Office, New York Life Building.

H. C. Brown, President.

E. L. Sylvester, Editor.

ISSUED ON THE FIFTH OF EVERY MONTH.
ONE DOLLAR A YEAR IN ADVANCE.

MAGAZINE CIRCULATION.

N another page will be found the first of a series of circulation tables which we are now collecting from the various newsdealers throughout the country.

These names have not been selected from any personal knowledge of the peculiar fitness for this purpose. We have simply sent our request broadcast, agreeing to give a copy of our paper for one year to those who would kindly favor us with the desired information.

While undoubtedly in some isolated cases the results may bear unfavorably on one or two publications, yet we think our readers will see for themselves that we have endeavored to present a table wholly fair to all concerned. While individual cases may be criticised, yet the aggregates tally surprisingly well with the preconceived notions of those who are in a position to have a tolerably accurate idea of the situation.

In our next issue we shall present a table of the leading weeklies, in addition to a second installment of the magazines. As the present series take no account of railroad sales we have in preparation a table dealing exclusively with this feature of the news-stand sale. We have also added the names and the location of the stand, so that an idea of the character of the trade enjoyed by the newsman may be had. For instance, in a poor neighborhood it would be unfair to expect a large sale of *Harper's* or *Century*. In a hotel stand, patronized almost exclusively by men, it might be unfair to expect a large sale for the *Ladies' Home Journal*. However, such as it is, we give it in full.

It must always be remembered that no calculation can be made on the subscription lists, which must still remain the secret of the publisher. Nor is it fair to assume that in all cases the subscription list tallies with the newsstand sale proportionately. The value of these tables may be disputed, but when the summary is complete we feel confident that the result of our labors will be of considerable value to the advertiser. The series will continue for three months.

Another list which we hope to present soon is one covering those publications whose consistency in the matter of allowing the agents discount is beyond question. The list we have at present is discouragingly small; but we shall be glad to receive communications from all publishers who claim a right to be included.

THE conditions which tend toward better business are now unmistakably present. We have, however, pointed out in these columns that there still exist tangible reasons why a complete and speedy restoration of good times is for the present impossible. We might also question whether it is altogether desirable. It is a good

thing sometimes to make haste slowly. Credits can hardly be said to be restored to a sound basis, and the purchasing power of the community still remains at a low average. When a man is very sick the great question is "Will he pull through?" When that is answered affirmatively a great load of nervous dread is removed, and we await the patient's ultimate recovery with contentment. Nobody growls because the convalescent doesn't getright up and go down to business. Nobody expects him to go out and shovel snow off the sidewalk, simply because he happens to be home. We are only too thankful to know he is getting better.

THAT a feeling of relief now pervades all channels of business is plainly apparent. Confidence is a plant of slow growth, and it must get a little time to put forth its tender shoots. But the great fact, and one which is of incalculable value, is that the worst is past, and that we are slowly but surely on the upward grade again. Every day develops a better feeling, and the nervous dread, so keenly felt for the past eighteen months, is now nothing but a memory. In that fact alone is great comfort. How long it will be until business is itself again depends on many things. From such information as we have been able to gain, we see no particular reason to expect a return of the conditions of 'q2 much before the end of next year. It was the judgment of a group of Philadelphia bankers, who met to consider the situation early in '93, that the disturbance would have quieted down about the end of '94. There is every indication that this prediction will turn out to be nearly correct. Already the money market is showing signs of the improved situation, and, at the present rate, a few months will do much toward a restoration of the old-time buoyancy.

* * *

It is only one man in a thousand, after all, who is unaffected by the ups and downs of business. The nine hundred and ninety-nine have never yet complained of finding business so agreeable that they would pine and waste away if they were taken out of it. Why, then, this extra wailing? Why this extra worrying? Haven't you always had to wail? Haven't you always had to worry? Which one among us

didn't kick and growl and say business was bad just as often in '92 as in '93 and '94? The ability to be content is vouchsafed to all. In the assets of human happiness contentment stands for a great big sum; but we ruthlessly rub it out. Nature would make life easy, but man in his inscrutable wisdom makes it hard.

* * *

OUR remarks last month on New Business have brought us many words of commendation. The need of such a campaign was never more urgent. All the old time advertisers are drummed to death. The publishers can hope for no more help from such a quarter. Of course men will always buy in the cheapest market and sell in the dearest. Hence we need never hope to see competition ended; nor is it desirable. Even if an Arcadian spirit should over the advertising fraternity, the settle advertiser himself would come, Cleopatra-like, and charm away the Anthonys; even as Mr. White seduced the Pettingills into quoting a lower estimate for Paskola.

* * *

IT is, of course, too much to expect such complete cooperation from the publishers as would make it effective as a measure of protection to the agent. It would open the door for future complications that might not ultimately inure to the best interest of the advertiser. It must be the duty of the agent to furnish the service at the lowest price commensurate with the quality of the work. If the agent demands five per cent, more than the next lowest estimate he must expect to furnish an equivalent for that five per cent. It must exist also in a tangible shape. It may seem hard to be compelled to relinquish business that has grown up as a result of his fostering care. But the fact that he has been instrumental-chiefly instrumental, if you wish-does not necessarily imply that he shall ever enjoy a monopoly. He must be ever on the alert, not only to make his service the best, but, all things considered, the cheapest as well.

The advertiser, on the other hand, owes a duty to the agent which must not always be measured in dollars and cents. The success of an advertised article does not always belong to the intrinsic merit of the goods. Many an

agency has gone down in the vain attempt to carry a man who persisted in going beyond his depth. In fact, the men who have eventually succeeded, but who would have been hopelessly involved but for the help of an agency, are not by any means rare. It is but fitting and proper, therefore, that the advertiser who is put into possession of a valuable business by this aid should do all in his power to continue relations with the original source of his success. But this does not necessarily involve a continuance of the relation when it seems no longer advantageous. And vet, changes of an experimental sort are unfair and usually disastrous. They lead to mutual heartburnings and regrets. The safest way is to provide so efficient a service, in quality especially, that the temptation to cut under will be greatly reduced.

THE apathy of publishers to the virtues of advertising is a frequent subject of lamentation among the various advertising papers with which the field is at present thronged. Mr. Rowell recently remarked that the shrinkage of business was nowhere more apparent than in the columns of the newspapers of Chicago, and stated as a reason that it was because these papers never advertised. He has pointed out the fact that the publishers of that town have banded themselves together in an organization for the suppression of advertising so far as it relates to themselves. Mr. Rowell might have gone further and enumerated every leading city in the country, for a similar agreement exists among the newspapers of every town of any importance whatever. We reprint an extract, which happens to be at hand, from the by-laws of the Cincinnati Publishers' Association, and which is virtually the position assumed by all.

CONTRARY to Mr. Rowell's statement, the newspapers of Chicago, as well as of other cities, advertise themselves quite extensively, and in every avenue which promises a fair return for the investment. They have millions for defense, but not a cent for tribute. The purpose of the agreement is merely to escape the blackmail which has been levied for twenty-seven years by newspaper directories and other humbug publications having a similar object in

view. Such advertising is appropriately classed by the Cincinnati Association under the heading of "Donations." There is only one directory that has always been conducted on a legitimate business basis. It has always demanded and received cash for its space, and no one felt obliged to patronize it unless they had the price. Mr. Rowell has recently found out the difference between that method and his own, much to his disgust.

It is supposed to be a notorious fact that the shoemaker's child always goes barefoot, just the same as "everlastingly keeping atit" brings success. But we personally know all the sons of Hanan, the shoemaker, and they don't go barefoot, notwithstanding the fact that they walk on velvet all the time, and if there are any little Douglasses, Crawfords, Wallaces, Elliotts, Burts or Packards, we are willing to bet a year's subscription against a Democratic nomination that they don't go barefoot either. And if you happen to be engaged in the delightful occupation of watching the clouds roll by, "everlastingly keeping at it" won't bring success or anything else but a stiff neck.

WE quote these ancient saws with a two-fold purpose. First, to revive the drooping spirits of Mr. Rowell, who is naturally depressed at the apathy of publishers regarding the merits of advertising. Shoemakers' children do not necessarily go barefoot, as we have proved. Secondly, that if you have finally made up your mind to keep everlastingly at a thing, be sure it is worth doing, and have a care that you do it on correct principles. Otherwise instead of the fortune you will reap only a stiff neck.

EXACTLY what the position of the publisher is in regard to advertising need not prove perplexing. Ninety-nine and forty-four one hundredths or them know nothing about the science either in the abstract or the concrete. Everyone of them knows that the space in those publications which are sure of a home reading, are eagerly brought up by shrewd men anxious to extend business. Contracts are renewed year after year, and the advertiser grows rich while

the publisher remains poor. But the publishers' advertising must still be done by circulars.

It is a curious coincidence that every business upheaval is accompanied by a political upheaval of corresponding magnitude. Of course we shall not affront the patriotic American by the statement that business depression is simply the natural result of long continued robbery on the part of men we elect to govern. And yet, as a matter of fact, such has been the history of our country. It is only necessary to look back to the situation in '72 and '73 to note the deadly parallel. Corresponding with the panic of '72 and '73 came the exposure and downfall of Tammany Hall. Corresponding

The American business man is so absorbed in his affairs that he is content to let the chief financial center of the New World be governed by a set of miserable hodcarriers. If it was proposed by any board of directors in any first-class company to entrust similar interests, as are entrusted by the city and State of New York, to a set of men similarly equipped intellectually to those employed in our municipal offices, the proposition would be laughed to scorn.

with the panic of '93 came the exposures of the

Lexow Committee and disaster to the Red Necks

of the Wigwam.

In South America they stand the robbing until all the money's gone, just as we do here. Only we fire to take back again; they fire to kill.

Vote for the best man you know, irrespective of politics, this year.

* * *

WE presume, from letters received, and from remarks which have been made, that we are entirely within the truth when we say that every advertising man who gets ART IN ADVERTISING immediately puts it in his pocket "till he gets home." Now we sell a page in this paper for the extremely low price of \$50 per insertion.

A circular costs, at the very lowest, \$150 for 10,000, and will be a pretty mean looking affair at that. A really fine circular on coated paper, with marginal drawings, etc., runs the cost clear out of sight; but the circular itself descends into the waste basket just the same. The publisher isn't living who can write a circular that will sell a dollar's worth of space in his magazine or that will secure even a home reading. If there is, this office wants twelve such circulars, and will pay \$100 apiece for them, besides doing the mechanical work and furnishing the paper.

And yet there is a general recognition of the fact that it is a good thing to have the name of their paper brought constantly before the advertiser. Not necessarily in a large way, but just so it's continual. We recently sent out a letter offering two lines, twelve insertions, for the ridiculously low figure of \$5 for the year. It was a bargain offer and has been accepted quite generally. The time limit on this offer expires on the 15th of November, and cash must accompany the order in advance. Whenever we get right down to figures with a publisher we always get the business. He can't cover the same ground we can for three times the cash. He seldom gets tired trying it, however, and that makes business here slow at times. But whenever you receive a circular make up your mind that that publisher ought to be sawing wood. It isn't likely he can cater for readers any more successfully than he can cater for advertising. And the chances are he's a misfit.

WE again repeat that we are of necessity obliged to depend on publishers and advertisers for subscriptions. We are aware that we appeal to a class of men who are rarely asked to pay for a paper. But with us the case is different. If the coming numbers are likely to interest you, send along a dollar and get them all. Free list suspended entirely during the present engagement.





THE most notable thing in piano advertising for a long time is undoubtedly the inset of Steinways in the October Century. Viewed from the standpoint of a purely literary production it is a delightful article. To paraphrase the Cornhill Magazine's slogan, there is "Not a dull line in it." And that it will sell Steinways there is no possible doubt.

In a quiet way the Steinways keep everlastingly at it. They are not such good friends of the publisher as they might be, and these evidences of branching out are encouraging.

Their Philadelphia representative had a very effective page in a theatre programme, shortly after the death of Prof. Von Helmholz, in which skilful use was made of Von Helmholz's reference to the sound acoustic in the Steinway pianos. It seems to us, with such effective material as the Steinways undoubtedly possess, a more telling effect could be produced in the press than is possible by means of long-haired artists, strolling players, and quarrels with men who don't know a piano from a barrel of spare-ribs.

The country is young, and though the years of a Steinway are long, yet Time is ever on the fugit. And every succeeding generation needs to be educated. That is why the passing show is no medium for the Steinways.

PIANO advertising in general is sadly lacking in originality. About all one ever reads is some tiresome reference to the tone, or perhaps to the effect that a certain name on the piano is a guarantee of all the merits imaginable. Some years ago Ivers & Pond did some good work and created a new business almost at once. But they have stopped now, practically, and yet it is acknowledged to have paid them. Piano men get rich so fast evidently that all ambition leaves them at an early date. It is easy, of course, to criticise, but quite another matter to suggest. Yet in the Steinway article there is food for thought.

THERE is a young saleswoman in a 14th St. dry goods house, whose method of selling goods is both original and praiseworthy. The following is her plan of procedure:

Customer examining ready-made wrappers:

Will they wear well?

I couldn't say, madam; they are supposed to, but I wouldn't like to guarantee them.

Customer, after further examination:

Will they wash?

Yes, they'll wash, but they never look so well afterward.

Customer purchases wrapper and strolls over to look at the cloaks.

Do you keep a nice line of wraps? she inquires.

Yes, is the reply, quite nice; nothing very fine, you know, but just good, medium garments. If you want something very nice I would advise you to go somewhere else.

Customer catches her breath and begins to think the girl is chaffing her.

These are very pretty ulsters, she remarks; are they new this year?

No, madam, they're last year's goods, is the reply, and the customer finally purchases a waterproof, which she is told "is not the best, you know, but a very good garment." Had she wanted to buy an ulster or a wrap, I've no doubt the young woman could have sold it to her.

You have not been in the business very long? I queried, when I had concluded my own purchases.

"Eleven years," she replied, "in this same house."

THE publishers of *Harper's Magazine* are making every possible reparation to the aggressive but sensitive Whistler for having unwittingly hurt his feelin's by the publication of certain parts of Du Maurier's "Trilby." The following letter of apology and explanation, addressed to the gentleman in question, has been published by the Harpers and will doubtless go far toward soothing his ruffled spirit:

Pursuant to an arrangement made with Mr. J. McNeill Whistler by our London agents, Messrs. Osgood, McIlvaine & Co., the publishers of the English edition of Harper's Magazine, the following letter is published:

AUGUST 31, 1804. DEAR SIR: Our attention has been called to the attack made upon you by Mr. Du Maurier in the novel "Trilby," which appeared in our magazine. If we had had any knowledge of personal reference to yourself being intended, we should not have permitted the publication of such passages as could be offensive to you. As it is, we have freely made such reparation as is in our power. We have agreed to stop future sales of the March number of Harper's Magazine,* and we undertake that, when the story appears in the form of a book, the March number shall be so rewritten as to omit every mention of the offensive character, and that the illustration which represents the Idle Apprentices shall be excised, and that the portrait of Joe Sibley in the general scene shall be altered so as to give no clue to your identity. Moreover, we engage to print and insert in our magazine for the month of October this letter of apology addressed to you.

Assuring you again of our sincere regret that you should have sustained the least annoyance in any publication of ours, we are,

Yours respectfully,

HARPER & BROTHERS.

THERE is one dry goods house in New York that gets along quite satisfactorily without advertising. Instead of looking after "preferred positions" for its announcements it has managed to secure a preferred position for the establishment itself, and seems to be prospering after the usual manner of the undeserving. The way of it is this: on one of the principal down-town business blocks is a dry goods house of extensive proportions, occupying, in fact, a large part of the block. Midway between its two most important entrances is snugly ensconced the smaller establishment of his competitor, with its two windows well in line with those of the larger house, which extend along the street on each side. In short the little store is right in the middle of the big one, and although it puts out its owner's name the latter attracts but little attention, the uninitiated taking it for granted that it is all one store, and thronging the smaller place on the days when the larger one is advertising bargain sales. That the establishment is a thorn in the flesh, of the most aggravating description, to the other men goes without saying.

I SEE that the Franco-American Soup people have gone into the poster field quite prominently. In New York, and I doubt not in the rest of the country as well, they are using a twelve-sheet stand, showing the trade-mark of the little cook in colors, and the words, "Franco-American Soups," in big, thick white letters on a blue background. The effect is good.

Speaking of posters calls to mind a topic to which I have referred in this column some time ago, namely, the importance of posters as an advertising medium in France and more latterly in England. Of course, whatever John Bull takes up ought, in due course, to find its way to America, and if the poster fad should become the craze, it will afford scope for some very artistic advertising. For some years back there has been such a demand for posters that it is not an unusual thing to have an edition printed for collectors' use only. It no doubt appears strange that an advertisement should be sought for the same as an antique or a curio, but the whole field of American lithography presents no such attractiveness in this depart-



J. McNeill Whistler, Esq.

^{*}Unless in amended form.

ment as does that of France. Possibly we have not the artists. But we have many good illustrators, whose admirers would appreciate a bit of work in color which they could obtain wholly for themselves, especially if it came through a channel sanctified by British approval. There is now being held a poster exhibition in London, and as there is quite a collection of French posters in this country in the hands of men like Mr. A. W. Drake, of the Century, it ought not to be a difficult matter to have them on show, say at the Aldine Club, for an afternoon and evening.

CHICAGO has a unique little publication in The Chap-Book. The Chap-Book is issued semi-monthly, and is supposed to be of a high order of literary merit; beyond the oddity of its makeup, however, there is little in it likely to attract attention.

MR. RICHARD HARDING DAVIS has never written so delightfully as in his contribution to the October number of *Harper's Magazine*. "The Streets of Paris" is a veritable work of art, and we extend our personal thanks to Mr. Davis for the pleasure it has given us.

JULIAN RALPH has a strong piece of work in the same magazine, "A Day of the Pinochle Club." It would be difficult to picture more cleverly the young "tough" element as it exists in New York.

DU MAURIER'S "Trilby" is rightly considered one of the great novels of the year, but is it possible that any reader of this charming story can look with admiration or satisfaction, or, indeed, with any feeling short of disappointment upon the portraits of fair Trilby, as shown us in the various illustrations? There is not a Trilby in the entire collection that coincides in the slightest respect with the author's description of her. On one page we read of a surpassingly beautiful and noble-looking girl; turning the leaf we find a picture of the same, showing a woodeny, wide-mouthed, raw-boned, silly-looking woman of uncertain age; it is disappointing, to say the least, and we can't help wishing that the author had commissioned someone else-Charles Dana



A GOOD POSTER.

Gibson, for instance, or W. T. Smedley—to picture the lovely Trilby for us after his own description.

An old colored man who sells hot rolls and sausages in the Bowery uses a conspicuous sign, which reads:

Hot Rolls

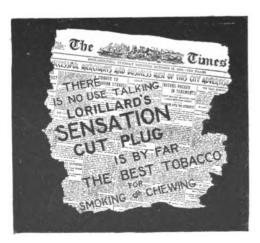
And Sasagues 5 cts.

A little vagary in spelling, however, is not likely to be criticised by the Bowervites.

A WRITER in the Philadelphia Times reminds us that the season of Boston brown bread is upon us, and proceeds to tell us how to cut that delectable mess with the least waste and annoyance. The knife blade, it seems, should be heated or dipped into something, I forget which. Having a Christy bread knife for delicate tasks of this kind, I was not particularly interested in remembering her directions.



IT would be difficult to find a finer lot of newspaper advertisements than is shown by the dailies of Philadelphia. The first name that suggests itself in connection with Philadelphia retail advertising is naturally that of John Wana-These ads. are widely known and quoted, but they are not, by any means, invariably the best in the papers. There are Snellenburg & Co.'s announcements, and those of Wannamaker & Brown, clothiers; also Wm. H. Wannamaker's (what a lot of Wannamakers Philadelphia has, to be sure!) all of them good, practical, business-like productions (the advertisements, not the Wannamakers). And then there is E. O. Thompson, the Chestnut street tailor, whose announcements are extremely well prepared. One of these I would like reproduce. Ιt is the advertisement of a "Llama Thibet overcoat" very good indeed; the cut is good and the typographical handling is excellent. My only objection is one which applies, unfortunately, many advertisements nowadays-



viz., the little whack at "other stores."
"Other stores" overcharge you; "other stores" never offer such prices; "other stores" are not in it; in short, "other stores"—have no right to floor space anywhere in the universe.

It would be much better to leave this sort of thing out of your announcement. It is not in strictly good taste, and furthermore, it doesn't work well these days.

The public knows quite well that yours is not the only establishment on earth that offers them good bargains, and you can't make it believe anything to the contrary. A firm which puts out some very creditable newspaper advertising, and which is not addicted to the bad habit of running down other houses, is that of Eugene P. Peyser, of New York. The Peyser announcements in the New York papers are models of careful, dignified advertising.

But to return to Philadelphia. Another tailoring firm of that city which gives the public some choice advertisements is that of Hutchison, Allen & Hutchison.

GEO. KELLY, of Market street, favors the "Jim Dandy," "My, Oh, My!" style of announcement, which probably sells goods quite successfully to people who are not particular about the manner of the invitation.

A GOOD style of advertising is that of Milton & Co., of Chestnut street.

MORRIS NEWBURGER & Sons fill their space quite creditably.

THE Lorillard tobacco advertisements are usually very striking.

GIMBEL BROTHERS have well prepared announcements.



IN New York the Londonderry Lithia people have been doing some good newspaper advertising, and so, too, have F. A. Ferris & Co., of ham fame.

CAW'S PEN AND INK Co. has had a clever fourinch ad. in the papers lately, in behalf of their "Big 4" fountain pens.

COWPERTHWAIT, the furniture dealer, spoils an otherwise excellent announcement by declaring that he has "the best stock in New York," when we all know quite well that there must be one or two other houses in New York carrying quite as good a stock.

W. E. WOLFF & Co. have a good advertisement in their typewritten letter, addressed to "Mr. Prudent Man." The Wolff advertisement has a ring of sincerity in it that is vastly more fetching than the eternal hammering at competitors.

HACKETT, CARHART & Co. have adopted a good style of announcement. The small cuts are well drawn, and the type used is easily read; but sometimes the matter is better than at other times.

HAMMERSLOUGH Bros. are offenders in trying to convince us that Hammerslough Bros. control all the desirable goods and bargains on earth. CALLANAN & KEMP strike the proper vein in their little card in the *Post*, which reads as follows:

SOME COFFEES ARE LOWER.

We are making a specialty of Roasted and Ground Coffee at 28c. per lb. It is not Mocha and Java. If we told you it was we would be telling an untruth. We do say it is the best coffee offered for 28c, per lb. in this city. Try it. Send for a price list to

CALLANAN & KEMP,

Grocers, 41 and 43 Vesey St.

And there is art in that kind of advertising, too
—art of an artful kind. A sort of artful honesty
that makes friends.

Browning, King & Co. use some amusing cuts, and their matter is well handled, but it is to be hoped they will not inflict the public very soon again with a joke like the following:

Customer—"Why do you call this bee cloth?" Salesman—"Because it makes us so beesy cutting it into suits—it's so popular with beesiness men."

THE press of New York City is not always venal and corrupt. Perhaps they are never wholly so, but appearances are frequently against them. But in the contest for Mayor

they have shown a decidedly interesting spirit of independence. Almost without exception they refused to support the Tammany candidate, Mr. Nathan Strauss, for Mayor, notwithstanding the fact that R. H. Macy & Co., of which firm he is the head, is one of the largest advertisers in the city.

Editor of ART IN ADVERTISING :

Recently I was talking to a man who, a few years ago, put on the market what he called a rupture pad. I asked him how he worked it, and how much newspaper advertising he did. I was surprised to learn that he did not use the newspapers at all. He bought lists of names from a few physicians, special practitioners in cases of rupture, and then he began to use the mails. He informed me that he did fairly well for a few months, but that he got into a more lucrative business and was now giving the pad a rest He informed me that the physicians of whom he obtained the names stood at the top of the profession; but I was thinking that they were not the kind that I would like to entrust a case to. Of all persons, physicians are supposed to keep names and cases in confidence, and the ones really worthy the title do. But, going a step further, it seems to me that a man in any other profession or business should observe strict rules about transferring the names of his own patrons, or using them for commercial purposes other than in his own business.

In some papers that reach advertisers that do a mail order business, I frequently see advertisements offering for sale names of people who have answered advertisements. The advertiser of the list frequently gives the names of the publications through which these answers were obtained. When these announcements reach some reader of the publications mentioned, who answered advertisements, it is hard to imagine the comfortable feeling he must ex perience as he realizes what a public target he has made of himself. In many instances the names of high-class publications are mentioned. It does not appear to me, and I believe it will not appear to any fair-minded business man, doing business on high-class principles, that this is the proper way to treat names procured in this almost confidential way. It does not matter what the nature of the business of the advertiser may be; whether or not it be of such a clean and strictly legitimate character that the person would not object to his or her name being put on record and published as a patron of the firm, or whether the firm to whom the names are transferred is equally above reproach are questions irrelevant to the subject. The question is, is it the proper plane on which to conduct business, and is the practice conducive to the welfare of the advertising business at large? Is it not reasonable to suppose that the person who wrote the advertiser, presumed, and had a right to presume, that his or her name would be used only by that firm? I take it that persons who desire to be deluged by a heavy circular mail are apt to send their names to those publishers or agents whose avowed purpose it is to "increase your mail." If they do this they must expect to have their names handled without gloves. If they get the mail, they evi-

dently get what they want. But because a young lady, following the advertisement of her story paper, risks a dollar through the mails for a pair of perfect-fitting elastic hose, is it any reason that six months later she should receive the bold announcement of some disreputable nostrum; or because she writes for the catalogue of some camera house is it any reason why she should receive another firm's offer to send her for twenty-five cents one dozen original photographs, "rich, rare and racy, which to be appreciated must be seen?" Yet the exchanging and selling of lists that bring about this kind of thing are continually going on. It seems to be on the increase. I cannot see that it is the proper treatment of business letters or that in the long run it will prove profitable to the advertising business, viewed either from the standpoint of the advertiser or the publisher. The propriety of it, to say the least, deserves serious consideration on the part of both.

From the standpoint of the advertiser: it is reasonable to suppose, if this thing keeps up, that many people will desist from answering advertisements, not knowing who will get possession of their names or what kind of disagreeable mail they will be bothered with in consequence of answering a little advertisement. A great many first-class houses do a mail-order business, or send out on application catalogues, descriptive matter, or samples. These houses may, and most of them doubtless do, keep their patrons' names to themselves, but they are apt to suffer the consequences of the abuse practised by other less scrupulous advertisers. It strikes me that such firms as do not sell or exchange names would gain by announcing the fact in their advertisements.

From the standpoint of the publisher: the tendency in this practice is to decrease business, for there are many people who think that circular advertising will take the place of newspaper advertising; the tendency further is to bring papers into disrepute by making them particeps criminis. Do such papers as Youth's Companion and Ladies' Home Journal believe it will do them any good for their readers to see an advertisement, stating that names gained through their advertising columns are for sale? If they do not and other good papers do not, then it seems that they could gain business and public esteem by announcing in the proper place that they do not accept advertisements of firms that sell or exchange names, and that all contracts are made with this condition. When reputable publishers and advertisers unite with a determination to check this abuse then will readers and mail-order patrons feel that they are rightly and sufficiently protected.

LEXINGTON, KY., Oct. 1, 1894. W. M. STODGHILL, Adv. Mngr. Ky. Stock Farm.

CLEVBLAND, O., Sept. 18, 1894.

ART IN ADVERTISING Co., 80 Fifth Ave., New York City.

GENTLEMEN: I thought I could do very well without your little magazine, but now that it has stopped I find I miss it, so inclose herewith stamps, \$1.00, for my subscription, to begin with the August number. Kindly mail to my address, as given below, and oblige,

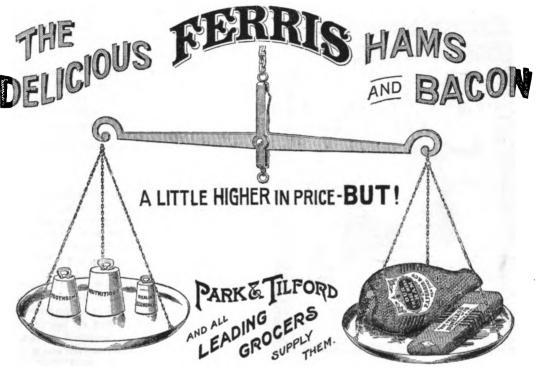
Yours truly,

C. A. BURREILL.

1428 Cedar avenue.

SUBSCRIBE for ART IN ADVERTISING, \$1.00 per year.





THINGS WELL DONE.

EORGE H. BUCHANAN & COMPANY, of Philadelphia, send us some samples of fine printing, including school catalogues, circulars, folders, cards, etc. The work is of a high order of excellence, artistic, tasteful, elegant and practical. What more can be said?

CLUETT, COON & COMPANY, of Troy, send out a "Souvenir of Fashions" in the shape of a shirt catalogue. The cover is in blue and gold, and the make-up throughout is thoroughly well done. From the press of A. E. Chasmer & Co., New York.

Two tiny booklets issued by the American Building and Loan Association of Marion, Ind., are very neat and tasteful. The press name is not given.

FROM Taylor Bros., Camden, N. J., comes a bright circular in red and black, advertising their table and dairy salt. "Pass the salt,

please" is the suggestion on the front cover, while the inner pages contain a half-tone representation of one of the bags of salt and some cleverly handled business matter. A good, practical circular.

MR. WILLIAM J. KELLY, superintendent of the Web Color Printing Department of the New York World, is the author of a valuable little book entitled "Presswork." The work was published originally in the columns of The Inland Printer, in a series of articles which were received with such marked favor as to make it advisable to issue the matter in book form. Mr. Kelly is an authority upon presswork and handles his subject in an interesting and masterly way.

The book consists of eighty-five pages, is bound in cloth and issued from the press of The Inland Printer Company.

MR. JAMES A. DOYLE is a popular and deserv-



edly successful writer of advertisements in Savannah, Ga. The specimens of his newspaper work which we have seen, are worthy of much praise.

much praise.

Mr. Doyle seems to possess the happy faculty of saying much in little, and avoids the too common error of overcrowding his space. His

work is bright and snappy without being flippant and familiar, and the typographical handling is, for the most part, satisfactory.

FROM Mr. W. N. Gates, advertising manager of the Railroad Brotherhood Magazines, we have received a booklet written and published in defence of the old line Brotherhoods.

"What necessity called the Railroad Brotherhoods into existence?"

" Of what benefit are they to their members or to human ity?"

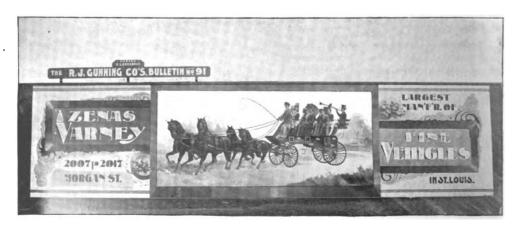
"What are their aims and purposes?"

"What have they accomplished?"

These are a few of the questions answered and explained, in a brief and interesting way, in Mr. Gate's booklet. The subject is one which it is worth while to be posted upon, and which should interest advertisers especially.

THE lot of lithographic work just completed by G. H. Dunstan, of Buffalo, for the Great Western Supply House, Chicago, comprises a wide variety of designs. There are two reproductions from well-known Scriptural subjects, a landscape with cattle, a marine view and floral design. From a pictorial point of view the "Christ in the Temple" is perhaps the best; the flowers are reproduced from an inartistic original, but are doubtless satisfactory from a commercial standpoint. The work is admirably handled; dimensions of each picture about 15 x 21 inches.

There are no cobwebs on the Dunstan Press.



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877101	387	373	286	919	298	2045	206	274	207	611	53	9
D F. Cooledge, Ludlow, Vr.	∞	7	S	œ	0	10	0	-	7	-	0	0
Stewart & Co., Franklin Falls, N. A	15	N	7	15	25	8	7	01	2	7	-	7
J. F. Pierce, Augusta, Me.	24	22	8	65	65	225	2	x	15	7	-	3
W. H. Jewett & Co., Portland, Me.	25	35	70	50	8	325	15	125	12	· · ·	∞	S
William Estill, Savannah, Ga.	35	40	30	40	8	500	01	40	25	15	OI	15
B. C. Holmes, Brockton, Mass.	12	12	6	40	8	350	6	11	12	3		-
Amee Bros., Cambridge, Mass.	30	70	8	150	200	300	8	7	35	8	S	01
J. O. Deming, New Britain, Conn.	os	۲-	7	9	70	30	-	9	3	-	0	-
Pascal T. Bargnet, Mt. Vernon, N. J	0	œ	9	25	40	42	7	9	7			
Louis H. Regnier, Lenox, Mass.	81	20	8	9	12	25	-7	7	9	S	0	7
H. B. Leuy, Goshen, N. Y.	01	81	7	4	0	0	7	-	7	0	-	•
L. D. Plumb, Bridgeport, Conn.	30	25	8	-8	50	175	0	12	20	4	€	- v
H.W. Łiwell & Co., Bridgeport, Conn	50	25	15	30	35	-8	-	01	01	S	N.	Ŋ
M. Norton, Scranton, Pa.	65	45	25	65	8	8	- 52	25	35	9		01
H. S. Alchards & Co., Hyde Park, III	25	25	15	8	45	 %	0	3	15	7	×	- <u>-</u>
o. H. Quinn, Cleveland, Ohlo	12	8	-01		-	20	9	S	3	4		
Swett & Co., Washington, D. C.	o.	9	4	- 81	- 54	20	7	S	م	71	رن	٣
NAME OF NEWSDEALER AND LOCATION OF STAND & THE TAND THE	Century	Harper	Scribner	Cosmopolitan	Ladies' Home Journal	Munsey's	McClure's	Leslie's Pop. Mon.	Review of Reviews.	Forum	Arena	North Amer. Review

877101	348	275	267	373	831	1684	136	125	291	78	40	19
C. R. McCulloch, Fremont, Ohio.	12	7	7	15	4	7	S	33	7	33	-	7
H. C. Johnston, Asbury Park, N. J.	01	2	5	25	75	200	1.5	15	S	S	-	H
J. O. GOVMAN & Co., Jollet, III.	8	15	12	9	65	130	Ŋ	15	x	4	8	3
P. Woolf, Boston, Mass.	0	9	01	15	91		-01	н	4	9	7	
O. W. Ward, Newark, N. J.	30		15	9			•	01	7	•	•	7
- MOVEOU, Washington, D. C.	 0	12		- 41 	9	 02	3		9	7		ۍ
Putnam, Davis &Co., Worcester, Mass		8	8	20		- 01		0		70	01	- 50
T. B. Foster & Bro., Geneua, N. Y.	-25	.5	15	02	30	35	., .,	- - -	<u>.</u> 0			~ ~
Otto Schmidt, New York City, N. Y.		12 1			503		- 7		- -		•	
Amos. E. Bates. Boston, Mass.	35			-								
A. Hutchinson, New York City, N.	25	25	 R		50	150			15			
J. H. Whitehand, Washington, D. C.	30	30	25	70		7.5	2		01			٠,
9. E. French, Cambridgeport, Mass.	<u> </u>	S	— 	8	50	75	9	0 	.5	.v	•	7
M. P. Dowe. Danielsonville, Conn.	10	<u> </u>	ઝ	15	85	85	2	7	01		-	
M. P. Dowe, Danieles	12	12	10	œ	25	o f	33	15	15	8	7	77
H. H. G. Perkins, Roxbury, Mass.	01	12	14	16	75	8	9	0	9	-	4	-
Warren Reed, Washington, D. C.	-	0	н	0	S	7	-	-	0	0	0	-
H. D. Graves. Lynn, Mass.	28	56	35	50	235	260	15	0,	15	15	∞	9
NAME OF NEWSDEALER AND LOCATION OF STAND CATT	Century	Harper	Scribner	Cosmopolitan	Ladies' Home Journal	Munsey's	McClure's	Leslie's Pop. Monthly	Review of Reviews.	Forum	Arena	North Amer. Review

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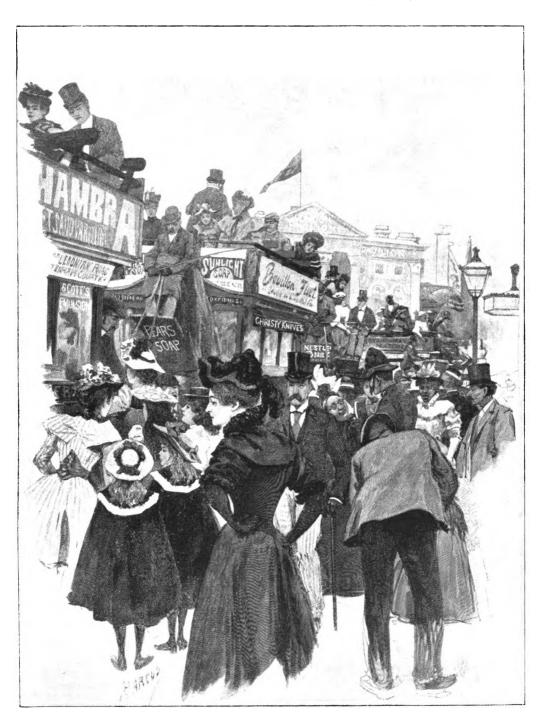
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871101	503	369	256	462	912	1262	121	107	158	88	4	72
P. C. Allan, Toronto.	50	50	40	65	8	350	20	3	25	01	9	OI
6. H. Raynor, Kalamazoo, Mich.	25	25	15	.8	8.	.8	15	9	15	8	S	S
Mrs. E. S. Ball, Waltham, Mass.	OI.	01	9	OI	20	30	3	-	0		-	7
Wm. p. pletce, Boston, Mass.	35	35	8	25	12	20	15	7	12	9	9	01
Charles W. Sever, Cambridge, Mas.	- 22	8	9	0	•	25	•	0	-	7	8	4
M. M. Freedman, Chicago, III.	 0	0		8	 S	30	4	-2	9	<u>∞</u>	7	8
Lewis & Whelan, Syracuse, N. Y.		-98	20	 0£		8	- 02	0	- 22	4	7	
C. N. Lane & Son, Wallingford, Ct.		-S		2	8	45 IC		 	~	7		
Moses Brothers, Portsmouth, N. H.										4	7	
9. C. Boyden, Chelsea, Mass.	30	25	 		75	125		_ _ _				
F. W. Newhall, Lynn, Mass.	- 25	25	8	40	<u>8</u>	175		8	<u> </u>			
Mrs. Alex. Miller, Greenville, Ohio.	25	15		25	9	75	10	·	01			
J. W. Harrison, dersey City, N. J.	01		 E	50	 	2			~	~	•	·
J. W. Harrison	40	35	15	- 20	1.5	35	ν.	7	10	S	•	S.
Swinton, Reynolds & Cooper Co. Saginaw, E. S., Mich.	50	15	13	Io	13	7	7	-	7	8	I	Ŋ
J. R. Harrison, Columbia City, Ind.	25	6	10	02	81	20	7	x	7	81	-	8
John W. Barnes, Syracuse, N. Y.	Ξ	9	8	35	45	8	7	4	3	3	7	7
H. C. Huntington Co., Sandusky, O.		35	15	30	50	30	IO	0	20	S	7	'n
SDEALER STAND &	· · · · · · · · · · · · · · · · · · ·			<i>11</i>	ne Journal		•	. Monthly	Reviews.			r. Review
NAME OF NEWSDEALER AND LOCATION OF STAND &	Century	Harper	Scribner	Cosmopolitan	Ladies' Home Journa	Munsey's	McClure's	Leslie's Pop. Monthly	Review of 1	Forum	Arena	North Amer.

Thomas A. Cullen, Philadelphia, Pa. Alphonse & Co., Stamford, Conn. F. D. Nichols, Grand Rapids, Mich. H. W. Duncan, Baltimore, Md.	200 12 25 100 25	210 12 20 75 14	150 15 25 50 12	300 20 100 115 18	Journal 100 50 150 60 50	520 150 250 200 16	100 5 20 45 1	Monthly 75 5 10 10 8	Reviews . 150 5 40 55 4	. 90 3 30 20 2	40 0 20 5 1	Review 50 0 10 12 2
P. Valy. Chicago, III. H. M. Van Housen. Chicago, III. H. M. Dernell, Brooklyn, N. Y.	25 50 30 2	14 30 20 2	12 35 15 1	18 75 35 2	50 40 90 6	16 80 115 10	I 4 15 I	8 20 4	4 16 12 1	2 6 12 1	1 4 0	2 18 2 10
Herzog, Memphis, Tenn.	25 25 55	25 25 40	14 10 60	25 35 100	65 40 125	100 40 150	10 10 20	20 3 10	15 20 20	01 01 01	10 2 2	10 6 2
Geo. W. Stevens. Toledo, Ohio. Standard News Co., Canton, Ohio.	20 50	15 30	15 30	30 40	90 50	140 125	20 25	20 10	10 32	8 20	8 01	5 6
F M. Morris, Chicago, III. Carl J. Rodenbach, Bußalo, N. V.	20 200	15 150	001 01	20 140	091 011	45 200	8 15	4 50	3 50	6 25	0 15	1 35
Philip Roeder, St. Louis, Mo. E. O. Babcock, Niagara Falls, N. V.	50 40	20 25	10 15	28 70	20 100	60 150	3 5	3 25	12 20	4		3
Geo. M. Parsons, New Britain, Conn J. H. Van Gorden, Gloversville, N. y	42 969	10 736	2 568	26 1177	8 1308	125 2466	2 308	6 283	3 467	2 272	1 122	1 165

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Andford & Goldsmith, Salem, Mas.	35	20	25	25	100	150	10	35	50	S	S	7
John P. Foley, Philadelphia, Pa,	54	48	36	150	700	450	26	30	32	12	7	9
Loeb & Loch, Montgomery, Ala.	35	1.5	30	20	- 22	75	15	25	25	0	2	15
F. A. Dunn, Brunswick, Ga.	 8	15	15	25	15	8	- 8	œ	01	3	n	-
J. Lanahan, Baltimore, Md.	01	2	0	0	0		2	0	N	<i>ب</i>	0	8
W. Harrison & Sons, Baitimore, M	75	766	- 20	20		009	25	15	<u>۾</u>	9	4	9
Tilton & Co., Lowell, Mass.	25	35 2	30		65	50	15	<u>-</u>	15	5	5	3
J. D. Glynn, Bangor, Me.	 	, 	2		25 (200	 8					- 6
A. d. Huston, Rockland, Me.	01	- 7	9				-01		8	4		
Brandow's News Depot, 8t. Joseph				 		120						
Raiph L. Roberts, Boston, Mass.	25	8	25		8	8	25	8	- 15			0
Adiph L. Robert	8	14	∞		130	140	9	×	· "			- 7
T. J. Southwell, Boston, Mass.	25	35	20	70	8	305	15	∞	20	ъ.	7	9
S. S. Conner, Westfield, Mass.	50	15	15	50	50	100	10	15	15	S	S	S
N. Leonard, Richmond, Va.	. 8	45	20	120	200	200	25	25	30	15	-	7
L. H. Browning, Worcester, Mass.	25	15	25	30	8	175	25	0	20	4	້ຕ	7
B. B. Salmond, Brantford, Ont.	13	9	9	15	20	125	4		- 22	6	4	6
Sibley, Lindsay & Curr. Rochester.	225	125	35	8	300	200	8	15	25	15	S	2
NAME OF NEWSDEALER AND LOCATION OF STAND EFF	Century	Harper	Scribner	Cosmopolitan	Ladies' Home Journal	Munsey's	McClure's	Leslie's Pop. Monthly	Review of Reviews.	Forum	Arena	North Amer. Review

NAME OF NEWSDEALER AND LOCATION OF STAND &		Century	Harper	Scribner	Cosmopolitan	Ladies' Home Journal	Munsey's	McClure's	Leslie's Pop. Monthly	Review of A	Forum	Arena.	North Amer.
SDEALER STAND EST			•	•	n	ne Journal	•	· · ·	. Monthly	Reviews.		•	r. Review
Hall, Cedar Rapids, lowa.	Frank ,	%	40	25	8	8	901	S	15	25	9	4	12
ompson, Covington, Ky.	17.7.V	약	30	50	45	8	20	2	. 0	20	15	4	x
aylor, Baltimore, Md.	W. E. 1	01	· v	8	15	œ	20	-	ъ	-	8	С	-
Brennan, Byracuse, N. Y.	Davis d	45	30	65	8.	125	150	01	7.5	35	S	ю	2
onnell, Philadelphia, Pa.	B. McC	35	35	25	50	75	8	15	œ	0	Ŋ	-	7
oit News Room, Springfield,	Massa	25	30	50	50	50	150	8	2	15	ĸ	7	71
oore & Co., West Troy, N. Y.	G. T. M	14	01	æ	15	0	35	I	œ	7	0	0	c
I News Co., Detroit, Mich.	Centra	35	35	25	20	8	OI	15	ິທີ	8	50	7	v
Iragg, Wovcester, Mass.	4 .F. B	2	0	'n	15	25	75	-	S	3	8	8	-
Book & News Co., Wichita,	Winch	9	41	12	9	8	8.	20	15	20	0	4	-
Taber, New Bedford, Mass.	.W.A	43	58	15	58	8	125	10	01	. 91	S	8	7
e & pilrats, Kansas City, M	41098O	20	35	15	30	20	8	20	S	20	01	S	0
M. Smith, Frederick, Md.	sima7	25	20	S	30	90	3	7	15	01	æ	-	7
1. Owens, New York, N. Y.	sima7	25	25	81	15	30	12	7	. 6	7	8	-	-
McArdle, Kansas City, Mo.	รอเนชก	50	01	ß	20	50	200	01	25	20	5	33	"
Goodman, Manchester, N. H.	.d .W	30	20	5.	50	30	250	9	9	15	9	7	9
'H':W':	707418	527	367	275	683	993	1440	841	22 I	234	105	38	12



OMNIBUS ADVERTISING IN LONDON.



526,905. Endless sign, by J. Milton Long, of Muncie, Ind. Filed April 21, 1894.

An endless apron has connectors for holding advertising cards, the latter being so printed that the reading matter of either side is always proper side up, combined with moving mechanism. The apron may be either vertical or horizontal in its path.

527,323. Showcase and barrel cover, by Henry Daub and David J. Rex, of Pittsburg, Pa. Filed July 9, 1894.

The cover is so made that it can be raised either temporarily or permanently to permit access to the barrel, and at the same time it carries a showcase that may be moved with the cover and at the same time.

Design Patent 23,685. Display case, by Robert Brinckman, of Michigan City, Ind. Filed April 23, 1894.

The design is in a table form, with drawers and end pockets or receptacles.

527,688. Display card, by Charles Hernsheim, of New Orleans, La. Filed March 3, 1894.

The card has a spring strip extending across its back, and fastened between the card and the box by the attaching of the said card. Thus the lid may be closed and opened, the spring conforming to this, and always erecting the card when the lid is thrown back.

527,694. Support for cards, by William F. Jones, of Baltimore, Md. Filed May 1, 1894.

The paper card is formed into a pasting portion with a slot in its upper end, a base to rest upon the table, and a strut piece, with side flanges and ear, to fit in the slot already mentioned.

I want some good advertisements. Will pay good commissions to responsible people. Family medium, has 50,000 circulation guaranteed. Let me hear from you directly.

JOHN W. CAYANAGH.

Newark, N. J.

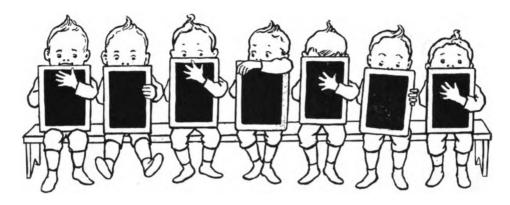
RAILWAY STATION ADVER-TISING.

NGLAND for years has had advertising displayed in her railway stations, and so popular is that method there that now it is often quite a puzzle to distinguish the name of the station from the name of some soap or patent medicine sign. In this country we have not utilized in a systematic manner the same idea to any great extent. Here and there desultory signs have been put up in the waiting rooms with more or less effect, and, no one having a special right to use the space, it has been many times appropriated by firms who have sent out traveling men to stick up pasters wherever they could find room or get an opportunity when the station agent did not see them. As a consequence the rooms are very often disfigured. much to the annoyance of not only the railway company, but in many instances to the insult of the public. Doubtless some time, and that time not very far off, the railway officials will wake up to the fact that it is the wise plan to control the advertising themselves and thereby keep their stations clean and respectable. If they only receive enough money from the advertising to do this much they would be the gainers as well as the public, who ought not be offended by advertisements of such a nature as are frequently posted in conspicuous places. American people are long suffering, but the time is surely coming when they will demand at least an outward show of decency in such matters.

It is a little singular that our railways have not before this taken the matter of station advertising into their own hands and seen to it that their rooms were not littered up with pasters, stickers, hand-bills and what-not, even if they did not care to have advertisements put up in a neat and attractive form. The real truth of the matter is, after all, that our railway systems are so large in this country and our territory so extensive that managers haven't gotten around to this particular thing as yet, but they will in time, for a well-kept, clean and neat station, open day and night, is a most desirable place for the display of advertising matter.

THE Cosmopolitan has offered to give \$1,000 to any charity in case it should be proven that its circulation is not 25 per cent. greater than that of any other magazine published.

A committee, consisting of a representative from Lord & Thomas and George P. Rowell, together with one from each of the magazines interested, has been suggested to investigate the matter. It remains to be seen, however, how many of the magazines will care to come in.



OUR FIGURES=

E

Are bound to astonish you. Not when you *read* about them—for words are cheap—but when you come to examine them in connection with the goods which they represent. We are offering, for instance:—

DUPLICATE OF THIS CUT 81.00.

Put it on your list



DUPLICATE OF THIS CUT 50 CENTS.



O YOU Need Shoes?



T'S No

Secret



Sign

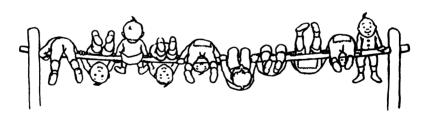
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We don't keep them ourselves, but we are offering the next thing to them, a fine line of ladies' hosiery, at remarkably low prices.

These goods have just been received, and include, in addition to the standard colors and qualities, a number of beautiful and novel designs in silk and lisle thread.

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that our house is and has been for years the most popular headquarters for holiday goods in the city. We make this our specialty, and our line of dolls, toys and fancy goods is well worth seeing, even should you have no desire to purchase.



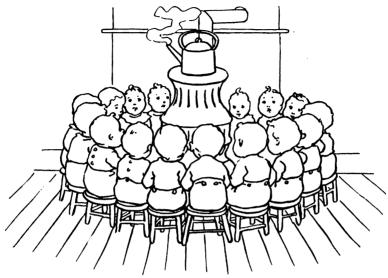
Boys Will Be Boys

4 4 4 4 4

Of course they will, and as long as they persist in being boys they'll be hard on their clothes—The clothes should be equal to the occasion.

Unfortunately the new bullet-proof fabric is not yet available for tailoring purposes, but we can offer you the next thing to it in our fine serviceable cheviots. A suit of this material will outwear anything of the kind in the market, and the cost—ready-made or to order—is surprisingly low.

DUPLICATES OF THESE CUTS 50 CENTS EACH.



Keep Warm

If you can manage it with a poor stove do so, by all means, and save the price of a new one; but if you should find a new one necessary will you not call and examine our extensive line of heaters? We have various improved styles, large and small, plain and elaborate, and at reasonable prices. You cannot fail to find what you want in our stock.

DUPLICATE OF THIS CUT \$1.00.



Words Are Convincing

Sometimes-not always.

We don't ask a man to take our word for the splendid quality of our \$3 shoe. We sell him a pair if we can and allow the shoes to do their own convincing afterward. Well shaped, well made, and perfect in fit, our \$3 shoe holds its own successfully against any \$5, \$6 or \$7 shoe on the market.



There's a Difference In the Morning

to be sure, but not so great a difference as there is between our \$10 winter-weight overcoat and the article usually offered at the same price elsewhere. We have no desire to disparage our competitors, but at the same time feel quite justified in making this claim of superiority for our \$10 overcoat. You cannot match it for quality and price in the city.

DUPLICATES OF THESE CUTS 50 CENTS EACH.



MR. GEO. W. COLEMAN.

GEORGE W. COLEMAN, the advertising manager of the Golden Rule, is a young Bostonian who has made a name for himself which many an older man might well be proud of. Genial, attractive, energetic and able, he has climbed his way up the ladder of fame while many of us are still looking at it. Mr. Celeman was born and reared on New England soil. His first appointment of importance was on the staff of the Journal of Education, where he served for three years as assistant editor. In December, 1889, while attempting to reach Buenos Ayres, South America, as the correspondent of a number of journals, he became shipwrecked, and returned to Boston with nothing in his pockets but a piece of scrap iron. He still has that piece of scrap iron, and it has been whispered that he occasionally draws on it to steel up his nerves. At any rate, it certainly looks as though he found his talisman, for immediately on landing he walked straight into the manager's chair of the New England Magazine, where he ably presided for two years. In March, 1893, he was called to his present position. During the two years of his connection with the paper he has proved the wisdom of the choice, and to-day the advertising patronage of the Golden Rule is larger than it ever was before. In the dullest season the country has experienced for more than a decade he has more than held his own, and there are a number of signs pointing to a phenomenal run of business during the coming winter.

In Christian Endeavor circles Mr. Coleman is a leader. He is at present at the head of the Working Committee for the International Convention of the movement to be held in Boston next July, and has several times filled some of the most important Christian Endeavor positions in Massachusetts.

ON Oct. 27th Brill Bros. threw open to the public an annex to their store, 211 Sixth Ave., and made it the occasion of much rejoicing and hospitality. This new addition measures 106 feet deep by 20 feet front, has separate entrance on Fourteenth St., and will be devoted entirely to the clothing department.

Invitations had been sent out to the general public, and judging by the crowds that thronged their store from morning till late at night they must have been very generally accepted. Their store was tastefully decorated with flags and banners, while a string band discoursed delightful music, and handsome souvenirs were given to each customer. Perhaps the most pleasing feature of the celebration was when, at ten o'clock, the whole employees of the firm, numbering 150, gathered from their other stores, and were handsomely entertained at supper, after which they all gathered in one group and had their portraits taken. An informal dance closed the day.

Brill Bros. started in a small 15x30 store in Cortlandt St. only six years ago, and now they have three of as handsome gentlemen's furnishing goods stores as are in the city. No better "living picture" of advertising success could possibly be exhibited than this, for to judicious "everlastingly-keeping-at-it advertising" they owe their great success.

TADELLA PEN CONTRACTS.

A motion to vacate an attachment obtained by Frank A. Munsey against the Tadella Pen Company has just been denied by Judge Barrett. The Tadella Pen Company claim that the contract with Frank A. Munsey & Co. required the insertion of twelve months' advertising complete before any part of the contract price would become due, and this argument was used before Judge Barrett, who, after a reading of the contract as set forth in the complaint, promptly denied the motion. Stern & Rushmore appeared for the defendants.

HOW WANT ADS. ARE COLLECTED.

DESCRIPTION OF THE FRANK SEAMAN AMERICAN-DISTRICT-MESSENGER CO. PNEUMATIC
TUBE SYSTEM IN NEW YORK.

OME of the most peculiar suggestions in Bellamy's "Looking Backward" relate to the greater conveniences which a citizen of the twentieth century will experience in his daily life. By turning a crank he will connect himself with grand opera, hear his favorite minister preach, or listen to the interesting campaign orator. Of course we have not quite realized these possibilities, and yet every day something so extraordinary comes up as to make these chimerical fantasies appear more and more possible.

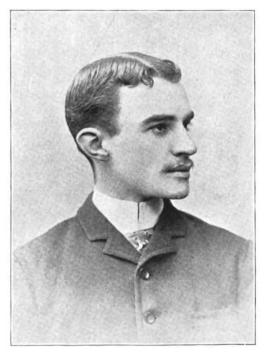
In our own business conveniences have recently been brought to a great state of perfection in the matter of small "Want" advertisements. A manliving up as far as 155th street, in New York, desires to communicate with a downtown newspaper nine miles away. He has only to turn a crank in his own room and the thing is practically accomplished.

As at present arranged, every American District Telegraph office in the city is practically a branch advertising office for every newspaper in the city, and an advertiser can transact business there just as well as he might in the publication office of any newspaper. No additional expense is incurred, not even that of summoning a messenger, should the advertiser have a call in his bouse.

We think of Bellamy's scheme as the unpractical thoughts of a dreamer, but the majority of citizens do not stop to think of the conveniences which have been provided for their The system by which "ads." are gathered for the newspapers in New York is an entirely original plan and exists nowhere else in the world. All a man has to do is to call a messenger boy and hand over his "ad." He need not have stepped out of his room. The boys carry rate cards and can tell in a moment how much an "ad." costs. They charge the same amount that is charged in the various publication offices. The company that runs the system assumes all the responsibility and cost of transmission. From two to three thousand "ads." a day are gathered in by this company and the system has been perfected so that a man can drop an "ad." in a district messenger office, in

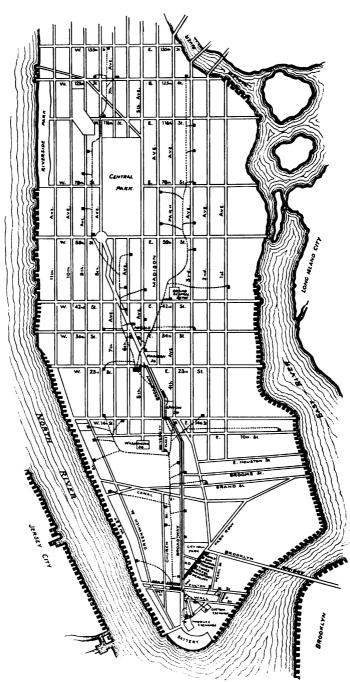
any part of the city, almost within a few minutes of the time that a paper goes to press, and it will be printed just the same as if he went straight to headquarters. The value of the time thus saved can only be appreciated by those who realize its importance.

The system has reached its present successful development through the persistent efforts of Mr.



MR. HARRY BENTZ.

Frank Seaman, who purchased the business about a year ago from a company known as the Allen Advertising Agency. It was merged into Mr. Seaman's general business, as the City Department, with Mr. Harry Bentz as manager. Mr. Bentz is an entirely new acquisition to the advertising business, having been formerly an importer of glass. He has, however, displayed such a natural aptitude for the business as to demonstrate the saying that an



THE FRANK SEAMAN AMERICAN-DISTRICT-MESSENGER CO. PNEUMATIC TUBE SYSTEM IN NEW YORK.

THE DOTTED LINES SHOW THE TELEGRAPHIC CONNECTIONS. THE HEAVY LINE SHOWS ROUTE OF THE PNEUMATIC TUBE.



advertising man is born and not made. He is a young man of rare executive ability, and joined Mr. Seaman at the beginning of the Allen acquisition. He is an indefatigable worker, and has a wonderful faculty for handling the infinite detail inseparable from the business, and therein lies much of his success.

An idea of the magnitude of this single department of Mr. Seaman's business can best be gained from the fact that one paper alone is paid over \$100,000 per annum. The business is so extensive an undertaking that it can only be conducted by a perfect system. There are 30,ooo messenger call boxes in this city and eighty American District Telegraph offices. The advertising company practically uses all these as branch offices. The managers are provided with books containing the complete scale of rates for advertising in the different newspapers. In this book all "ads." are classified according to their description and the rates marked opposite each one so that the advertiser can tell in a moment the cost of his "ad." In case he does not want to call in person at the telegraph office he can send the "ad." by messenger and have the boy bring back a receipted bill. The company takes all sorts of "ads.," no matter how small, and takes the same care of a 15-cent "ad." as of a \$15 "ad." Sometimes it would cost double the price of a small "ad." to send it to a newspaper, but the price charged by the company is the same as that charged by the newspaper, no matter how much the "ads." cost.

The system of gathering the "ads." is as perfect as the running of a railroad. The company has regular messengers, who start at stated times, on the elevated railroads. They begin by calling at the furthest outlying office, say at 155th street on the west side and 135th street on the east side. Then word is dispatched to the various district offices along the route, and the carrier does not have to leave the train. When the time of his probable arrival at a certain station is wired a boy is sent from the district office with the "ads." collected there, and they are handed to the main carriers. Then, when the collection is finally made up, all the "ads." are taken to the assorting and tube office of the advertising company, at the southwest corner of Twenty-third street and Fifth avenue. Then by means of the pneumatic tubes the "ads." are shot

down to the main office at Dey street and Broadway. This tube room is an institution all by itself. Starting from the downtown office of the Western Union, large pneumatic tubes have been constructed in the subways connecting with the basement of the building, owned by the Western Union, on the corner of Twenty-third street and Fifth avenue. In time the tube system will be extended to Forty-second street, and it is the ultimate design to have the system embrace the entire city. Almost all the newspapers are connected by pneumatic tube with the main office of the Western Union. The "ads." are wrapped tightly together and placed in a rubber tube. By the simple pull of a lever they are transported in two minutes and ten seconds to the Dev street office from Twenty-third street. In less than three minutes they are in the newspaper offices. Mr. Seaman's own offices, in the Mc-Intyre Building on Broadway, are directly connected with the main office of the Western Union by telegraph, and also with the eighty various branches of the American District Telegraph. This enables the executive office to be at all times in constant communication with the entire system throughout the city. The collections are made at 8 and 10 o'clock in the evening and at various times during the day. An advertiser can drop into the Thirtieth street office of the company at, say, 8 o'clock in the evening, turn in his "ad.," and, if he wants to see a proof of it, can have an impression back from the newspaper office in fifteen minutes. If there is any change to be made the newspaper is telephoned, and if it is all right, why the "ad." remains in type. In the case of a death notice the company can transmit it from any part of the city almost as late as midnight.

The same system now extends to Brooklyn, and it is contemplated to connect Jersey City at an early date. The same agency also transmits ads. to Philadelphia by telegraph and at exactly the same price as is charged by the papers in that city.

Verily Manhattan Island is shrinking in more senses than one. Hasten the day when the citizen himself will be enabled, through Mr. Seaman or any other agency, to transmit himself in two minutes and ten seconds from Harlem to the Battery, and at a correspondingly trifling expense.

ONE SOLICITOR'S FIX.

In his effort to obtain advertising for his mediums a solicitor on some religious weekly papers was confronted with a double-back action request of this kind:

"We are considering the question of the most desirable mediums in which to place advertising for the coming year. We believe in religious papers, and have confined ourselves very largely to denominational papers. It is a matter of business with us, as we want to reach the class of people who build and maintain homes. If you have any points in favor of the class of which you are a part, we will be glad to hear from you."

Now this solicitor represented both denominational and undenominational religious papers. For an instant he was dazed and almost knocked out. Fortunately the request came by letter. That gave him a chance to pull himself together and to think out why this advertiser should use both classes of religious papers. He argued it out with himself this way:

My denominational papers reach the great bulk of religious reading people. They have a definite creed, and, believing in it, subscribe for their church paper.

Yes, but the undenominational fellows aren't bound by a creed, and they subscribe for their paper because they want to read it, and not because it's a church organ.

True enough, but then they don't always believe what they read there. The denominational readers do. They or their parents have taken the paper for years, and their confidence in the editor extends their trust to the advertising columns in a way that the undenominational papers can not claim.

Perhaps so; but the advertiser can get quicker returns from people who are not so dependent on an editor to form their opinions. My creedless fellows will take up with a new thing if it shows up good in itself, and yours won't.

Yes, and yours will drop it just as quickly as something else speaks for him. Mine are the people for steady trade, the people with homes and means to purchase goods. Yours is a floating commodity in the religious world and has no abiding place.

Oh, here! that's too strong. Of course he has

an abiding place or he wouldn't be a subscriber to a religious paper. That he takes a paper argues a home, and that he pays for the paper also points to the fact of means for maintaining a home. People of means with homes are what this advertiser wants, and that's enough for me. He must use both the denominational and the undenominational religious weeklies to get all the best religious homes. That lets me in on both sides.

So that solicitor went out and took that order.

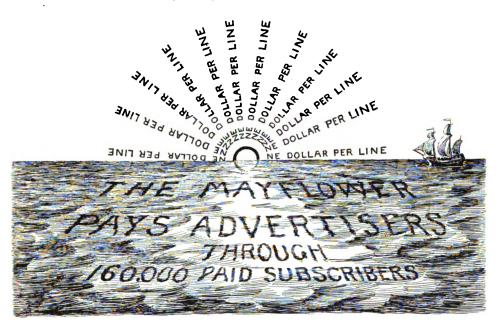
CHICAGO NOTES.

THE position vacated by Mr. Greig on the Inter-Ocean is now held by Mr. Stokes, formerly with the Tribunc. Mr. Stokes' vacancy on the Tribune is filled by Mr. Hutchinson, formerly of the Journal. Mr. Ansley, of the Herald, was seen for a moment and reported business booming. Mr. Montgomery, of the Tribune, is jubilant over the prospect of a coming Republican victory. The Times, true to tradition, is once more seeking sensation. It is now a penny paper and is the organ of the Haymarket crowd, the Riot crowd, the Poputists, and riff-raff generally. But it seems to Unquestionably a large element filla want. among the laboring men in Chicago are the victims of some sort of temporary insanity most of the time, and just now Plutocracy seems to be the object of their hatred. The Times, under Story, became the most successful sensational paper of the day. Perhaps history will repeat itself.

THE News continues to enjoy a large and lucrative business. The Record, however, is the one on which the most effort is spent. It is a new evening paper, and has not yet had time to fill that field at all to the satisfaction of Mr. Lawson. Hence all the hub-bub about the Record.

LORD & THOMAS were feeling that business is surely picking up at last. Chas. H. Fuller had nothing to complain of. Mr. Raymond was cheerful and contented. Mr. Boyce had gone on a hunting trip to California, and Mr. Hunting was gunning in Boston. R. J. Gunning was out of town, but his bulletins were all there.





Space in

Address

Jos. J. DeLong, 89 Tribune Building, New York City

IY has the advertising patronage of The Golden Rule been greater during the past year than ever before in its history? Because we have taken a great deal of pains to interest every reader of the paper in the advertising columns. Because we charge less for space than almost any other firstclass weekly paper. Because, more and more, religious papers are being recognized as papers that go into desirable homes. Because leading advertisers use The Golden Rule so largely and constantly. Because we give the same careful attention to small customers that we do to larger ones.

THE GOLDEN RULE of Boston. 06,000 subscribers. representing two million Christian Endeavorers, can be bought on contract at a price practically equal to one-third of a cent per

line per thousand subscribers

THE first special number of the Golden Rule for the fall season has been a great success, outstripping even the magnificent issue of a year ago. We are now ready to receive copy for our special Holiday Number of Dec. 6, which is gotten up expressly to enable advertisers to catch the holiday trade. We bring it out early enough to give an advertiser time to get the fullest returns from his announcement. Forms will close about Nov. 25. Address George W. Coleman, Advertising Manager, The Golden Rule, 646 Washington Street, Boston, Mass.

1

Extra! Victory!!

ROUSING MAJORITY EVERYWHERE FOR THE INDIANA TICKET

GRAY CARRIES THE STATE

NINETEEN LEADING DAILIES give a total circulation of 70,000!

THE SUNDAYS GIVE 51,000!
THE WEEKLIES GIVE 88,300!

"GRAY! GRAY! FRANK S. GRAY!!!"

AN UPRISING OF THE PEOPLE IN FAVOR OF AN HONEST COUNT

"RAH! RAH! FOR INJANNY!!"

(Special Correspondence ART IN ADVERTISING.)

INDIANAPOLIS, IND.—Latest returns indicate that Gray's Indiana List will be elected by an overwhelming majority. The people have risen in their might and routed the circulation liars and repeaters. They have declared in favor of an honest count and a low tariff on foreign business. The enthusiasm is unbounded and the air is filled with cries of "Gray! Gray! Frank S. Gray!"

The entire State is wild over the result, as every county and every town is vitally affected. There has been no such excitement since Dudley's Famous Blocks of Five. But it is everywhere conceded that Gray's Solid Block of Nineteen Daily Papers covers the State as nothing else does, except the soil on which it stands.

Mr. Gray has returned to his New York Office, No. 12 Tribune Building, where he will be found any time after to-day tending strictly to business. Advertisers can make contracts to cover Indiana any time, day or night. Call early and avoid the rush.

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Our one-inch advertisement in the August issue of "Comfort" has to date brought us over 1000 letters. EVERY ONE OF WHICH CONTAINED CASH. are still coming in. This proves the assertion, "If you put it in 'Comfort' it pays." Yours truly,

THE WINSTON MFG. CO.

Winston, N. C., October 8, 1894.

Boston, Mass., Oct. 30, 1894.

Our fourteen line card in your August issue has already brought us over 700 replies, and nearly one hundred dollars in cash. As letters and orders are still being received daily, it goes without saying that we have found "If you put it in 'Comfort' it pays." KOMCHACIN CALORIC CO.

Frederic Eaton, Mgr.

Space of agents or direct. Home Office: Augusta, Maine Poston: John Hancock Building; New York: Tribune Building.

SEED ADVERTISERS

T IS A FACT. WE CAN GIVE YOU TWICE THE BENEFIT THIS YEAR that we have heretofore, as we shall publish two issues a month of our paper instead of one, as for five years past.

For four years the SEED ADVERTISERS have kept increasing in number in FARM-POULTRY. Those who have used it regularly tell us it is one of the very best mediums in the country, "COST AND RESULT" considered. One large seed advertiser says it stood forth on his list among the very best seed advertising mediums in America.

Seedsmen confirm their faith in the paper by giving it more and more business each succeeding year. Commencing Jan. 1, 1895, FARM-POULTRY will appear Semi-Monthly, the 1st and 15th of each month. It will be better than ever. Geo. P. Rowell & Co. place FARM-POULTRY among the leading papers of Massachusetts in their Directory and Year Book. It stands head and shoulders above all papers of its class in its editorial department, in its circulation, and in its INFLUENCE among its readers. It goes into the suburbs of cities and large towns, and among live farmers, a well-to-do class who have money to spend and want seeds.

Every subscriber is cut off as soon as his subscription ends. No dead circulation. Thus you pay for nothing but rich and fertile soil in which your seed ads, will grow and yield you an abundant harvest of orders. As old advertisers ourselves, WE KNOW that last pointer is one to be considered in judging of the value of any paper. We would pay MORE for thirty thousand circulation, such as we know that of FARM-POULTRY to be, than we would for a paper claiming seventy-five thousand, half of which is "on tick," not paid for; many of the persons on the list dead; others don't want the paper; some take it out of the office because it comes; others kick it about the house, wrapper not even taken off, finally reaches the rag-bag unread. The advertiser pays, in nine cases out of ten, for all of that unpaid circulation, and such methods, we believe, render the value of the other half very questionable.

That is all we have got to say, except look FARM-POULTRY up; place it on your list; give it a share of your seed advertising for this season. We will send our rate card and sample copy of the paper on request.

I. S. JOHNSON & CO., Publishers or FARM-POULTRY
22 CUSTOM HOUSE ST. BOSTON, MASS.

SARONY'S LIVING PICTURES

Has had the greatest success of any monthly publication of recent years. It reaches a larger and better class of the buying public, at less cost, than any other medium in its field. This statement is made by forty other publishers, but for documentary evidence of the above apply to

A. E. CHASMAR & CO.

34 Union Square, N. Y.



YOUR INTEREST IS OUR INTEREST-YOUR SUCCESS OUR SUCCESS

Two Million

Readers:::

every week:





A SPECIMEN BRICK . . .

The above advertisement fittingly illustrates the originality of the

advertising department and the splendid work it is able to produce

All that is required of advertisers is that they use JUDGE and the whole office is at their disposal Our advertising man never sleeps when by remaining awake he can improve the advertisements of the patrons of JUDGE Haven't you a pet idea you would like developed?

> WILLET F. COOK Advertising Manager

Judge Publishing Co. 110 Fifth Ave., New York

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WEIGHTY WORDS

Whose truth we shall be glad to prove to you.

No publication which accepts advertisements combines in such high degree as

THE SUNDAY SCHOOL TIMES

Quality, Quantity, Guaranty of Circulation with Quality and Guaranty of Advertisements.

Quality

Among adults only, and they the active church workers of different denominations.

4

Quantity

Average issue for last 12 months 161,548 copies weekly.

Guaranty

ł-

Publishers refund money to subscribers if lost through its advertisers being in bad commercial credit. +

Any good advertiser whose advertising is acceptable can reach a greater number of good Christian homes through The Sunday School Times at less cost than can be done in any other way. + + Get full particulars from

THE RELIGIOUS PRESS ASSOCIATION

1200 Chestnut St.

Philadelphia, Pa.

NOW is the Time

To send in your order for the December issue of

THE SILVER CROSS

The Official Organ of the International Order of the King's Daughters

- Do you know anything about this order of cultivated, energetic and liberal minded women? (400,000 regis-
- tered at this office. Let us send you a copy of their official magazine, The Silver Cross. A postal will bring
- it. *---Forms close December 12th.

THE SILVER CROSS

158 W. 23d St.

New York

Do Not Delay



The Cosmopolitan only Magazine

of its class which states its circulation. It not only makes a mere statement, but it gladly submits and welcomes the most rigid examination of its circulation department, News Company account, paper, ink and press bills. It has nothing to lose by this and much to gain.

The earning capacity of an advertisement depends, first, on the number of persons into whose hands it is placed who have purchased the periodical of their own volition.

Second, the earning capacity of the magazine's customer. A man may want to buy nearly everything he sees advertised, but if he has no money the advertiser can get no returns. So the profit of the advertiser must of necessity rest on the circumstances of the class to which it caters.

Advertising in the COSMOPOLITAN at \$300.00 per page is to-day the CHEAPEST AD-VERTISING in this or in any other country, based on either actual circulation, or buying capacity of the reader. These facts cannot be denied or controverted.

THE COSMOPOLITAN MAGAZINE

Broadway and 25th St.

NEW YORK



THESE are the Papers

without which no general advertiser can reach Pennsylvania religious homes, except by a much larger expenditure, and then he does not get the indorsed introduction which they give:

			_	
	YEARS ISSUED			
	68	The	Lutheran Observer	
3	19	The	Presbyterian Journal	
	62	The	Reformed Church Messenger	
			Episcopal Recorder	4
	51	The	Christian Instructor	-
	42	The	Christian Recorder	
	33	The	Lutheran	
	22	The	Presbyterian Observer	

Published from 19 to 74 years as the representative organs of their special fields, they have gained and still hold the loving confidence of their readers.

Information, not so brief as this, will be sent (if you want it) about the papers, and the cost of

The Religious Press Association

1200 Chestnut St.

advertising in them.

4

Philadelphia, Pa.

ADVERTISE The Hearthstone

AND DRAW
PROFITABLE TRADE

Circulation, 600,000 every month.

Subscription price, 25c. per year.

Advertising rates moderate.

The Hearthstone Pays Advertisers....

Address, 285 Broadway, NEW YORK

NEXT YEAR'S READIN HARPER'S WEEKLY HARPER'S MAGAZINE

- Founded in 1850 -

Some Attractive Features for 1805

12-MONTHS SERIAL

The Simpletons, a New Novel, By THOMAS HARDY

AN HISTORICAL NOVEL

Personal Recollections of Joan of Arc, By the Sieur Louis de Conte (her Page and Secretary).

Illustrated by F. V. du Mond.

GEORGE DU MAURIER

Will contribute SOCIETY SKETCHES, with his Own Illustrations. 8-MONTHS SERIAL

The Princess Aline, a Novelette, By RICHARD HARDING DAVIS

Beautifully Illustrated by C. D. Gibso

SOME AMERICAN FEATURES

Southern Papers. By JULIAN RALPIN,
Maritime History of New York.
By Thomas A. Jasvier, Illustrated by Howand Plustrated by Howand Plustrated Services. By W. D. HOWELLE,
Articles on American Sports.

By CASPAR W. WHITHEY.

SOME POREION PRATURES Additional Japanese Sketches. By ALFRED PARSONS Stories of Chinese Life.

By JULIAN RALPH, Illustrated by C. D. WELDON. India, Described and Illustrated by Edwin Papers on Northern Africa.

SCIENCE + LITERATURE + ART

Articles on Practical Physiology, by Protessor Articles Wilson of Ediaburgh. Papers on Literary Landmarks of Rome, Florence, and Jerusalem, by LAVERICE HUTTON, Illustrated by Frank V. De More. Adolph Mensel, by Charles Waldersine; Glasgow School of Printing, by Mr. ELIASTIR ROSTIN FRENELL, etc., etc.

SHORT STORIES

By leading authors, including Owne Wisten, Mary E. Wilkins, Sarah Orne Jewett,
Ground A. Hibbarn, and Complaine Cary Hardson.

Subscription, \$4 oo a Year

HARPER'S BAZAR

Volume xxviii.

The woman who takes HARPER'S BAZAR is prepared for every occasion in life, remonious or informal, where beautiful dress is requisite.

so of the particulars in which its excellence appears:

ELEGANT DESIGNS From Worth Models By SANDOZ and CHAPUS

OUR PARIS LETTER By KATHARINE DE FOREST NEW YORK FASHIONS

OTHER STRIKING FEATURES

DOCTOR WARRICK'S DAUGHTERS

By Robecca Harding Davis

MY LADY NOBODY, an intensely exciting Novel By MAARTEN MAARTENS

Charming Short Stories by brilliant writers will be given weekly

ART AND ARTISTS

The BAZAR presents constantly the finest work of American and European artists. Interest from New York, London, and Paris Exhibitions will maintain its reputation as a ne art periodical.

ESSAYS AND SOCIAL CHATS By

THOMAS WEITWORTH HIGGISON. JUNIUS HENRI BROWNE.
MARGARET SUTTON BRISCOR.

ELIZABITH BISLAND. CHESTINE TERHUNE HERRICK. HARRIET PRESCRIPT SPOFFORD.

MOUSEMOLD RECIPES. Articles upon cooking and service, with formulas in great variety, appear in every number.

NEW YORK SOCIETY By "SPECTATOR" and "Mrs. VAN TWELIEL"

AMATEUR THEATRICALS By FAIRNIE AYMAR MATHEWS,
GRACE FURNISS, and MILDRED HOWELLS.

ANSWERS TO CORRESPONDENTS

Questions receive the personal attention of the Editor, and are answered at the earliest combine dates after their receipt. This brilliant fashion weekly, with the prestige of a long and successful career, will begin its twenty-eighth year in January, 1895.

Subscription, \$4 00 a Year

1857-Thirty-eight Years in the Lead-1893

THE WAR IN KOREA

Julian Ralph, the distinguished writer and correspondent, has been sent to the seat of war and there joined by C. D. Weldon, the well-known American artist, who is co-operating with Mr RALPH in sending the WEEKLY exclusive information and illustrations.

TWO STRONG SERIALS

ARMY AND NAVY

1. Romance by Stanley J. Waiman.
2. The Son of His Father. A Novel of New York. By Baainsas Martinews.

She York. By Baainsas Martinews.

ILLUSTRATIVE RECORD WILL BE MADE OF THE MOST NOTABLE ACHIEVEMENTS IN ALL BRANCHES OF ART

THIS BUSY WORLD By E. S. MARTIN

POPULAR SCIENCE By EMINENT AUTHORITIES

AMATEUR SPORT By CASPAR W. WHITHEY

VIGOROUS EDITORIALS

TRENCHANT SPECIAL ARTICLES

POLITICAL CARTOONS

Some of the Contributors who Have Made the Present Volume Notable: Hon. CARL SCHURZ Gen. LEW. WALLACE, HEMRY JAMES, RICHARD HARDING DAVIS, CHARLES DUDLEY WARNER, HENRY LOOMIS NELSON, HOR. THEODORE ROSSEVELT, T. MITCHELL PRUDGEN, M.D., THOMAS A. JANVIER, HOR. HENRY CAROT LODGE, Prof. F. W. TAUSSIO, CAPL CHARLES KING U.S.A., POULTNEY BIGGLOW, OWEN WISTER, Prof. N. S. SHALER, Dr. RICHARD WHEATLEY, and

In Piction-RUDYARD KIPLING, MARY E. WILKINS, A. CONAN DOYLE, I. ZANGWILL, BRANDER, MATTHEWS, E. F. BENSON, W. CLARE RUSSELL, EVA WILDER MCGLASSON, MAARTEN MAARTERS, and many others.

ALL IMPORTANT EVENTS PRESENTED

PROMPTLY, ACCURATELY, EXHAUSTIVELY, IN THE HIGHEST ORDER OP ILLUSTRATION AND DESCRIPTIVE TEXT

Subscription, \$4 oo a Year

HARPER'S YOUNG PEOPLE

A Fifty-Two-Week Feast

FIVE CONTINUED STORIES

Corporal Fred By Capt. CHAS. KING The 'Scutney Mail By SOPHIE SWETT

Snowshoes and Sledges By KIRK MUNROR

On an Arizona Trail By Capt. C. A. CURTIS Afloat with the Flag By W. J. HENDERSON

Our Public Servants

h Bay in the Seatle. By Senator Longs.
What Covernor Russett. The President's Califord. By THEO. ROOSEVELT. Representative' Dation. By HENRY C.LODGE.
Detecting Trend-dated. By THOMAS BYRNES.

Successful Men's Start

Admiral Gherardi. By F. MATTHEWS. Lew. Wallace. By MATTIR D. BAITTS. Theodore Thomas. By James Bannes. R. M. Hunt. By RICHARD BARRY. F. S. Church. By BARNETT PHILLIPS.

Juvenile Sovereigns Alphonso of Spain. Wilhelmine of Holland. Edward of England.

Great State Papers How the Gorman Bill Looks. How Madison's Papers Look.

Son of Charlemagne. Son of Martin Luther. Son of Napoleon.

Belgikel Science

How Treaties are Made. **GETTING ON IN LIFE**

BECOMING A PHYSICIAN OR SURGEON. By Dr. J. A. WYETH.
COMING TO NEW YORK TO STUDY ART BY CLARA B. CAHILL.
BOYS WEG STUDY LAW IN EARNEST. BY JAS. A, PARKER.

Now York Mirests

A Waifs Luck Danny Cahill. A Tenement Girl.

Wheling Litrestores Runaway Pin-Back.

Life in an Observatory. Revengeful Whale. Changes in the Earth Saved by a Carcass. O Our Moon Knowledge,

A Great City's Life

New York Water Life. By Julius Ralph. How New York is Fed. By Ches. L. Bertee. Lighting New York. By Wn. Sominguty.

Building Modern Wonders

The Flying Machine. By Hran Marin. The Ocean Greyhound. By F. Butthers. The Trolley-Car. By Berbert L. Webb.

Subscription, \$2 00 a Year

Published by HARPER & BROTHERS, New York

Protage free to all subscribers in the United States, Canada, and Mexico. Booksellers and Postmasters usually receive subscriptions. Subscriptions and direct to the publishers should be accompanied by Post-office Money Order or Draft. When no time is specified, subscriptions will begin with the current number.

Every-day Educator

A Bright New Book For Everyone

FULLY ILLUSTRATED THROUGHOUT

PRICE 50 CENTS

Each of the numerous departments forms a unique feature. Here are the titles of a few:

1. How to Keep a Common Set of Books.

2. Banking.

3. Handy Helps for Corresponding Clerks.

4. Business Pointers for Young Business Wen.

5. Shorthand Multiplication.

6. Practical Lessons in Business Arithmetic.

7. Handy Helps for Bookkeepers.

8. Good Openings in New Trades.

9. Lessons in Penmanship.

10. An Easily Learned System of Secret Writing.

11. How to Get a Start.

12. How to Succeed at Clvil Service Examinations.

13. Law Lessons for the People.

14. How to Buy and Sell Stocks.

15. How to Form a Stock Company.

16. Lessons in Electricity.

17. Easy Lessons in Astronomy.

18. Hints on Public Speaking.

19. How to Apply for a Situation.

20. Rules of Order for Business Meetings.

The Brightest and Best Help Manual Ever Issued in this Country

EVERY-DAY EDUCATOR will be mailed, securely nacked, postpaid to any address for only 50 CENTS. All orders filled the same day as received.

D. T. MALLETT, Publisher

78 Reade Street

NEW YORK



BUILT TO PLEASE.

The reading matter is of such a nature as to be of practical value and interest to hardware dealers. It does not discuss mechanical or manufacturing topics, because its subscribers are hardware dealers, not makers of har iware.

PAYS ITS ADVERTISERS.

For the simple reason that it gives them an honest equivalent for their money, by placing their announcements in the hands of the buyers of their goods at a reasonable cost.

For Sample Copy and Rates, address,

The Hardware Dealers' Magazine,

D. T. MALLETT, PUBLISHER,

78 Reade St., NEW YORK.



REVOLVING DATING

What is it for?

DATING

Checks, Letters, Invoices, Statements, etc.

What will it do?

PRINTS

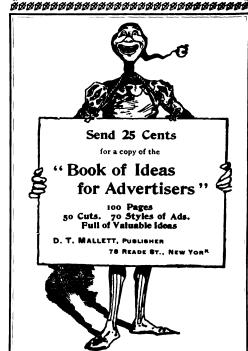
All the months, Years from 1894 to 1899, Figures U to 99, "Rec'd," "Ans'd," "Paid," "Ac'p'd," "Ent'd."

Special lot for sale at 50c. each, postpaid

\$4.50 PER DOZEN SIZE OF DEC 25 1899

D. T. MALLETT

78 READE STREET, **NEW YORK**



In Fact

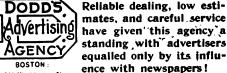
the making of booklets is a specialty of ours.

Give us a few pointers and we'll ply pencil, pen and printing press in your behalf—put care, brightness and conviction in an uncommon little business book.

Send for samples of our past doings in this line.



Lord & Thomas, 45 & 47 Randolph St., Chicago.



BOSTON :

265 Washington 51.

Addertisements specially prepared for our Clients.

NEW_YORK: World Ruilding

SEND FOR ESTIMATE

THE UNION GOSPEL NEWS

CLEVELAND, OHIO

Largest circulation of any religious paper in the United States.

156,540 paid-in-advance subscribers. Undenominational and reaches the homes direct. The best advertising medium in the country.



Send us a postal card for our book on Hot Water Heating and other literature on this important subject.

BRANCHES: New York Boston



The Herendeen Manufacturing Co.

Home Office and Works: GENEVA, N. Y.



Philadelphia 1 4 1 Milwaukee Chicago

ST. AUGUSTINE is Society's Winter Capital. THE ST. AUGUSTINE NEWS is Her Immaculate Majesty's Court Journal." F. G. Barry, Publisher, Utica, N. Y.



Womankind Lippincott's

NEW YORK CITY and SPRINGFIELD, OHIO

The SWORN TO AND PROVEN Circulation of this model woman's magazine in November and December will EXCEED

150,000 Each Issue

The Advertising Rate will be the lowest ever quoted by a magazine of its class having a circulation of like extent and character.

30 cents net per Line

The November forms will close promptly on October 20th. First come best served.

GEO. S. BECK, Eastern Manager, 193 World Building,

New York City

Monthly Magazine

COMPLETE NOVEL IN **EVERY** NUMBER

J. B. Lippincott & Co.

Philadelphia, Pa.

COMMERCIAL ADVERTISERS who

POST BILLS:

write for descriptive lists of the prominent locations we reserve for mercantile purposes.

You will find in ours a perfected up-to-date bill posting plant, without an equal in the United States for commercial displays.

The St. Louis Bill Posting Company

R. J. Gunning, President

Office, 9 So. Broadway, St. Louis, Mo.



LEND A HAND.

That is what I can do for you if you wish to improve your advertising.

Send for my catalogue of over two hundred outline designs suitable for newspaper, magazine, and other advertising.

H. C. BROWN, 80 Fifth Ave., N. Y. City.

POPULAR MEDIUMS.

MASSACHUSETTS .- New Bedford.

THE EVENING STANDARD, greatest newspaper in Southern Massachusetts Circulation over 8,000.

THE MORNING MERCURY, only morning paper south of Boston. Circulation over 3,000.

THE EVENING JOURNAL, New Bedford's most popular daily. Largest city circulation.

Lynn.

NGALLS' MAGAZINE for ladies. J. F. Ingalls, Pub., Lynn, Mass.

LYNN ITEM. 12,000 daily. One-ninth cent per line per thousand.

Boston.

SEND TEN CENTS to CHARLES ALEXANDER for the MONTHLY REVIEW, 5 Park Square, Boston.

AMERICAN CITIZEN, Boston. Leading A. P. A paper. 22,000 each issue, all Americans.

REFLECTOR, acknowledged the best home magazine, published 48 Oliver St., Boston.

ILLINOIS.—Chicago.

THE DISPATCH, Chicago's brightest and best afternoon newspaper. Circulation exceeds 50,000.

ALABAMA.—Montgomery.

THE MONTGOMERY ADVERTISER, Daily, Sunday and Weekly. Largest circulation of any paper in Alabama.

MARYLAND.—Frederick.

THE NEWS, Daily 1.700, Weekly 8.000. Largest, most enterprising, third richest county in America.

COLORADO. Denver.

THE DENVER REPUBLICAN. Rowell says: "Largest circulation in Colorado."

CALIFORNIA.—San Francisco.

SAN FRANCISCO EXAMINER, the leading paper of the Pacific coast. Daily 71.270.

TEXAS.—Houston.

HOUSTON POST. Largest Texas circulation (sworn) S. C. BECKWITH, Eastern Agent, 48 Tribune Bldg., N.Y.

Galveston and Dallas.

THE NEWS (Galveston and Dallas) is a first-class advertising medium, and a newspaper.

NEW YORK.—Albany.

A LBANY, N. Y., TIMES-UNION has more subscribers than all the other dailies combined.

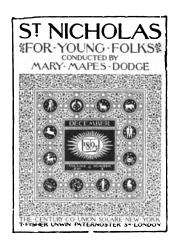
PENNSYLVANIA.—Philadelphia.

TABLE TALK, circulation 23,000. Best for Household Goods.

OHIO.—Columbus.

OHIO STATE JOURNAL. Leading Paper, Daily, Sunday, Weekly.

Art in Advertising will be mailed to any address from now till January, '96, for \$1.00.



The only magazine of its class

The record for the past six months shows a very decided gain in sales, in the subscriptions and advertisements



"On their own merits modest men are dumb."

But our customers fill the breach—

Next Page



E. & H. T. ANTHONY & CO.,
PHOTOGRAPHIC MATERIALS AND SUPPLIES,
No. 591 BROADWAY.

New YORK. Nov. 5th, 189 4.

The Winthrop Press.

Gentlemen:

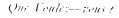
We desire to thank you for the pains you have taken with the seventh volume of the International Annual of Anthony's Photographic Bulletin.

The prompt and efficient manner in which the large edition has been printed, and the fact that perhaps never before has so perfect a specimen of composition and presswork been offered to the photographic public, greatly assists in the immediate sale of the book. It sells on sight, and this is due to your care and attention We feel that through your house we have obtained the best possible results at the least possible price.

Yours very truly,

E. & H. T. ANTHONY & CO.

Per H.



America's Greatest Illustrated Paper

Seen Everywhere.

Read by Everybody.

Patronized by all Leading Advertisers.



Gives the

Best Service
at the

Most

Reasonable

Rates.

Include it in your List.

Christmas Number...

Will be published about December First.

Handsome forty page paper with lithographed cover.

A choice issue for handsome advertising.

Forms close November Fifteen. Send for rates.

WILLIAM L. MILLER

Advertising Manager

110 Fifth Avenue, NEW YORK

THE WINTHROP PRESS IN A SA LACAMETTE D





The Grab That Grasps

The unceasing attention of entire populations. An assured Lion's Share of their purchasing—

No speculative "hit or miss" in this. It is a logical relation of **cause** and **effect**, as unfailing as the laws of gravity. Natural philosophy presents no plainer proposition.

The trend of advertising shows it's time to give simple common-sense a hearing.

Let us submit for your consideration a

Plan of Campaign in common-sense advertising, adapted -- as to time, place and conditions, -- to your particular purpose.

MILWAUKEE,

CLEVELAND.

The theorist of course "Knows his Book"—

The comedian on the advertising stage has his uses; he amuses you and you can turn to sober stern realities the more refreshed for their consideration.

THIS IS THE POINT WHERE WE COME IN.

We don't TALK FROM A BOOK. We're practical successful pushers of business with twenty years of thorough experience as a guidance.

The R. J. Gunning Company,

Contractors in Out-door Display Anywhere on Earth.

Heed the

"Writing

on the

Wall."

Executive Offices, CHICAGO.

PROPRIETORS OF

"THE GUNNING SYSTEM"

OF HARD HITTERS IN THE

"BIG ELEVEN"

CHICAGO, ST. LOUIS,

KANSAS CITY, OMAHA,

ST. PAUL, MINNEAPOLIS,

LOUISVILLE.

DETROIT,

CINCINNATI AND

Digitized by Google

Advertising

IN THE SERVICE OF ST. NICK

Without any stretching whatever, Newspaper Advertising touches life to-day to an extent the thoughtless never dream of. It has been closely woven into our whole business fabric. If the newspaper advertisers, and those whose welfare depends on them, were now removed from the commercial world, there would be a surprising hole. It is, therefore, the exact truth to say that thousands will have a merrier Christmas this year because of Newspaper Advertising. It is also entirely reasonable to add that thousands will early next year begin to lay the foundation for a still merrier Christmas, by the first use or better use of this business method.

Where do you stand on this question? Don't stand too long. Many others are going ahead. Will you? We would like to be heard as to why you should and how you should.

N. W. AYER & SON, Newspaper Advertising Agents

PH!LADELPHIA

Christmas 1894

THE LADIES' HOME JOURNAL



(JANUARY COVER)

HE notion largely obtains that a woman's magazine, to be acceptable to women, must be something different from any other kind of a periodical. With this THE LADIES' HOME JOURNAL has not been able to agree, except in a free adoption of original ideas. But it has never believed that a special literature, either in its class, quality or interest, is desired by women. Its policy has been a simple one: to draw from the literary world its very best talent and present that talent at its brightest. Its chief aim has been to make a readable magazine, so attractive in its general interest that it would be READ—not simply looked at for its pictures. That it has succeeded, in part, it is led to believe from its general acceptance as "a periodical in which everything seems to be thoroughly read."

We are printing 620,000 copies each month—no free sample copy editions.

The Curtis Publishing Company

NEW YORK: 1 Madison Avenue CHICAGO: 508 Home Ins. Building
(Mr. E. W. Spaulding) (Mr. Thomas Balmer)





Entered at the Post Office at New York as second-class matter.

VOL. IX.

DECEMBER, 1894.

E. L. Sylvester, Editor.

No. 10.

Published by The Art in Advertising Co. 80 Fifth Avenue, New York. Chicago Office, New York Life Building.

ISSUED ON THE FIFTH OF EVERY MONTH.
ONE DOLLAR A YEAR IN ADVANCE.

A MERRY CHRISTMAS!

H. C. Brown, President.

AND many happy returns (from your advertising)!

THE leading events in the business world, that have occurred since our last number, have been the political upheaval and the bond issue. The Democrats have been tried and found wanting, There will doubtless be some important legislation on the money question, but Cleveland seems to be running the Treasury and not Carlisle. The President appears to be level headed on financial matters, and the crazy crowd he has had in his hands for the past two years has received its quietus. It seems reasonable to suppose, therefore, that the present improvement in business will continue, and that we may confidently look forward to a prosperous year in 1895. Some even say that a boom is here already.

WE have been criticised in many quarters for our refusal to help the "boom" along willy nilly. As a matter of fact, we would gladly "boom" everybody and everything, but from our point of view no great big boom has been discovered. There has been a gradual increase in business everywhere, which we have duly recorded. But the wealth of the country has been diminished by the failure of the corn crop, and until that deficit has been made good there is no liklihood of a boom. Business will continue to pick up a little every day, and by and by we shall be back again with more trade than was ever even thought of before. This change will be gradual, but already the improvement is very marked, and we feel justified in congratulating our merchants on the brighter prospects that confront them.

WE call attention to Mr. Russell's London letter on another page. This is only one of the few features provided for the year now beginning. Our Chicago correspondence will also be found of interest, and with our own resumé of the New York field, ought to make the paper the best dollar's worth offered anywhere.

OUR circulation tables this month continue the series commenced last month. We have still a large number of letters from dealers, and will present them with as much rapidity as is consistent with accuracy. In addition to the magazines, our figures next month will embrace a few leading weeklies collected on the same plan as the others.

At the risk of being considered tiresome we beg once more to remind the friends of ART IN ADVERTISING that now is the time to subscribe. Almost any time is good for that matter, but with us, now seems to be the time we love the best of all.



THE WALTER DYNASTY.

THAT any man should possess through a long life a power of initiative over English opinion is a remarkable thing; but that a dynasty pleading nothing but hereditary right should possess it is a fact that, we confess, appeals strongly to our professional imagination. Yet we do not see how the assertion can seriously be called in question. From the beginning of this century of marvelous changes the Times has been for the governing classes of Great Britain the one great journal; and the policy of that journal has been directed by the eldest male descendant of John Walter, printer, who in 1788 called the little paper which was his property "the Times." It has been before "the Universal Register." It is doubtless true that, as in the case of all other dynasties, the head of the great journalist line for the time being has been assisted from time to time by Ministers more competent, occasionally even stronger than himself. The third Mr. Walter, for example, must sometimes have felt toward Mr. Delane very much as the first Emperor William felt toward Bismarck-but ultimate power always rested in the hands of the head of the Walter family, and the editor who so swayed opinion was always his choice, and was always kept in his place by his unswerving support. There has never been a year in this century when the Mr. Walter of his day has not received the most serious complaints of his chief Minister, sometimes, if rumor speaks truly, urged by Premiers and statesmen, and there has never been an instance in which the dynast of the printing-office has deserted his great subordinates. The general line of policy to be pursued has often been adopted on advice; but still it has always emanated from Mr. Walter, and has always affected deeply the governing opinion of Great Britain.

At one period, which lasted years, it was hardly possible to pass a law of which the Times disapproved, the great exception being the New Poor law, about which, for some reason unintelligible, the Walter family took the bit in its teeth, would listen to nobody, and was hopelessly beaten, deservedly every expert saw, down to the present moment, when, strangely enough, the idea for which Mr. Walter fought has become, most unwisely as we think, the dominant idea of the whole party of rapid social advance. It was most difficult to appoint any man whom the Times condemned to great office, while the man to whom the Times pointed as one who ought to rise, as a rule did rise, sometimes very fast indeed.

From first to last the Walters have been men of character and ability, rare character in all ways, and in some directions rare ability, but not of genius. Cultivated beyond the average, and experienced beyond the record of any but a very few statesmen, they have never been literary men or orators or masters in any way whatever of public emotions. The second "Mr.

Walter" must have been of a type still rare, a cultivated captain of industry, while the third is said to have been described by Lord Beaconsfield, no mean judge, as the man who, of all he knew, was likest Mr. W. H. Smith, an opinion which, in his mouth, meant the highest appreciation. From 1825 at least every head of the family has retained a high opinion of his own importance to the community, and a pressing sense of that weight of duty to the community which that position involved. That is the root of the firmness which the Times has so frequently displayed, a firmness sometimes heroic, as in the struggle with the great forger of Bills of Exchange; sometimes as in the Pigott blunder, better described as immovable obstinacy.-From The London Spectator.

"No, I don't advertise," said the proprietor of a piano house the other day; "it doesn't pay; costs too much; it is all we can do to get along as it is, and to tell the truth, Sir, I don't believe there's a piano company in the country that's making a dollar." (How about this, piano advertisers?)

"Have you done any advertising at all?" was asked.

"Yes, a little in the newspapers, but I might as well have thrown my money into the gutter. It doesn't do any good to advertise one day and keep quiet the next; you've got to keep on spendin' and spendin' from one year's end to another; takes about all you make and more too."

"Then you haven't tried the spendin' plan?

"No, Siree! And what's more I don't intend

"And yet you admit that desultory advertising is money wasted, and that only "keeping everlastingly at it" is likely to bring good results—and even that can't be depended upon?"

"It's a speculation."

"H'm! nothing ventured nothing won, you know."

"That's all right—I'm not taking any risk:

Now here is a man who is one of thousand: in his attitude toward advertising. He has made one or two timid attempts at newspaper advertising—bestowing perhaps about as much time and money on the advertisement of his business as another man would devote to advertising his lost dog. And because nothing came of it, and he saw his few dollars disappear into the pocket of the publisher, never to return, he has concluded, for sooth, that "advertising doesn't pay," or that it can be made to pay only by the expenditure of fabulous sums of money.

He is partly right. He is right in concluding that "now-and-then" advertising is not profitable

"Yes," says the timid man "I advertised once or twice in the newspapers but it didn't do much good."

Of course it didn't.

An advertisement is neither more nor less than a salesman; and what merchant could expect to reap any benefit from the services of a salesman who reported for duty only on



Hay There is a weekly paper published in Chicago and devoted to the interests of the hay industry. It furnishes information in stacks, of course, and is not nearly such dry reading as one might suppose.

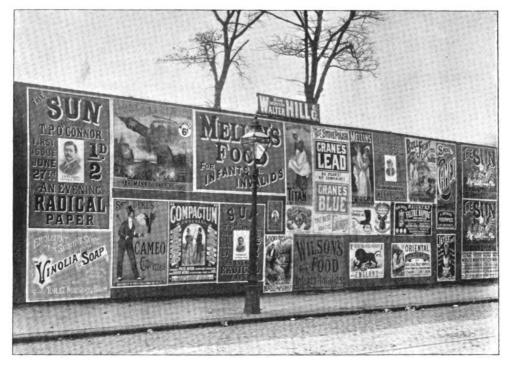
SAYS the Argonaut: The public has become inured to the theatrical programme, where the few details that the patron of the theater wishes to know concerning the play and players are buried in a mass of advertisements. It is a nuisance, but we have become used to it. But the remnant of our good nature gets up and kicks strenuously at such an intolerable imposition in this line as is practiced at the Auditorium on symphony nights. We suppose it is all right on popular nights for the management to make as many dimes out of the programmes as possible; but the programmes furnished by the Auditorium management to the patrons of a high-class symphony concert are simply disgraceful. Last Friday the programme of five numbers was scattered through a twelve-page sheet and so intricately mingled with advertisements and programmes of other concerts that it actually cost several minutes' study and constantly renewed vexation to find the names of the numbers. The first effort to read the programme read something like this:

1. Carl Goldmark, "Sakuntala," overture. Gold Dollars for Ninety Cents, never before offered nor never will be, by Julius Fakenstein; Raff's suite for violin and orchestra, op. 108, preludio, minuetto, aria, il moto perpetuo, feathers curled for five cents; Schubert's Unfinished Symphony, H sic) minor, allegro moderato, andante moderato, intermission, ask for Fritz's Bottled Beer: Donizetti, "Lucia" arp solo, Mrs. Marquardt-Breitschuck, why be tortured, leas must go; Mozkowski's suite in F major, op. 39, allegro nolto e brioso, one can be deceived in an umbrella, allegro viegoso, tema con variazioni, we'trim hats, intermeszo, why do people go to Snort's for table wines? perpetuum nobile, alcoholism cured.

We suppose it is useless to look for a theater programme without advertising. But to suborlinate the programme to the advertisements, and o print it like a Chinese puzzle, as the Auditorum people are doing, is an outrage upon their patrons.

"JUST Received," says Dobson, the carpet man, and shows a long-haired football inebriate getting the ball straight on the nose.





AN ENGLISH SIGN BOARD BULLETIN.

OUR ENGLISH LETTER.

By T. B. RUSSELL.

HE most notable piece of advertising news on this side of the Atlantic is, just now, the introduction of Camelline into the European markets. Mr. Randall has been fortunate in securing good testimony from the most eminent theatrical celebrities known on this side-Ellen Terry, Madame Patti, Mary Anderson, Jane Hading, Alice Shaw, Mrs. Scott Siddons, and others. The first advertisements are appearing to-day-November 1st-in the daily papers, and every indication is showing itself of a vigorous campaign in preparation. The druggists and perfumers are prepared to supply a big demand, and with the testimony above referred to there seems to be every ground for the belief that they will have it to supply.

WE have just had in London an interesting, though rather disappointing, exhibition of wall

It was disappointing, not through defect of artistic excellence, but because the collection, which numbered 204 examples, was singularly unrepresentative. Nearly all the work was French, and of the French posters fifty were from the studio of a single artist-Even Chéret's versatility cannot Jules Chéret. exclude a certain sameness from a show to which he contributes one-fourth of the whole exhibit. English work was very meagerly represented. American not at all. The English designs were of high merit, but, with the exception of Professor Herkomer's famous poster for Black and White, these too, were all of the French school. The French designs were characterized by extraordinary breadth of treatment, and great chromatic brilliancy, such as no reproduction can do justice to.

Mons. Toulouse de Lautrec sent some really

masterly effects in masses of ungraduated color -sombre for the most part in contrast to the joyous vividness of Chéret. His results are gotten with broad expressive treatment. Mons. Grasset, another Frenchman, sent work of directly the opposite kind, contriving delightful detail, with lovely harmonies of color, and vigorous figure action, which forcibly recalls the black and white work of Sir John Gilbert. Metivet (with two of the most beautiful posters in the show, drawn for a Café Chantant singer) and Willette, a provokingly unequal artist, are tolerably well known to observers of such work. Among the few English artists represented were Dudley Hardy, Aubrey Beardsley (and a delicious parody of the latter's bizarre designs), Walter Crane, Ravenhill, and Griffenhagen. Mr. Hardy's three designs were not excelled anywhere in the show.

FRENCH poster designing exhibits the curious inconsistency of great artistic breadth with pettifogging inadequacy in the lettering, which is crowded into any corner in order that the figure subject may be presented in heroic proportion. Most of the figures were feminine and somewhat diaphanously clad. One, in garments something less than diaphanous, bore a blank space from shoulder to knee, on which was printed in French "This part of the design has been suppressed," apparently a joke. The backgrounds, instead of throwing up the figures and lettering into bold relief, are such as to confuse the eye and dwarf the effect of the whole; and, lastly, French posters suffer from being too small. I should not wonder if a good many posters were ordered in France within the next few months, and while the novelty lasts they will produce a great effect in London streets, by force of contrast. The least artistic of English posters would produce just as great an effect, by the same means, in Paris.

THE most striking wall posters we have had on the London boardings for a long time have been the colossal bills printed for Kiralfy's "Constantinople" show by W. J. Morgan, of Cleveland, and the H. A. Thomas & Wylie Lithographic Company, of New York. They have just been covered up, as the show is closed until Christmas. The views of London bill posting

in streets and railroad stations which illustrate this letter have been prepared from photographs kindly given me by Mr. Walter Hill, head of the great bill-posting firm of that name, and vicechairman of the London Billposters' Association.

A BLOCK used by a soft-goods house to advertise some silks recalls the work of one of the French poster-artists named above. Designers of newspaper blocks have seldom shown in this degree a power of effectively using masses of black. I do not know whether Aubrey Beardsley's decorative work has yet begun to astonish America, but if so his influence on Mr. Mackenzie's style will at once be recognized.

I HAVE always entertained a high opinion of "General" Booth as an advertiser. The Salvation Army is a daring extension of advertising into the moral field; its organization is one vast ad. It reaches—yes, and benefits—thousands of poor devils who would never have heard that there is such a thing as religion if it had not been advertised to them. If this is not advertising carried into the highest field, what is

The other day the Army's "Self-denial week" came round. Every residence in London—and in England, I should not wonder—had put into it one morning a set of circulars—inviting donations, of course. There was a lithographed letter in Mr. Booth's handwriting, and a four-page illustrated folder, such that, as an advertising man, I should be proud to have written, if I had the same object in view. It is persuasive in every line. The illustrations were pointed, artistic and appropriate. Whether one sympathizes with the Salvation Army or not—and to me many of its methods are frankly detestable—it is necessary to take off one's hat to its advertising.

THEATRE and music hall programs are being freely used in behalf of Bromo Seltzer, and there are some newspaper ads in the London dailies and weeklies. A smartly constructed pamphlet has been distributed, house to house, and just recently there is a very striking 1895 calendar sold on the streets at a penny, with Bromo Seltzer on the back. It is a sort of a medal made of aluminium, "the new metal," as it is called here, the manufacturing process having been lately reduced in cost.



ANOTHER.

Among English periodicals the greatest commercial success of the day has been attained, beyond doubt by "snippet" papers-papers all made of crisp, bright notelets, lightly presenting the popular interest of a variety of subjectsjust such selections as you would read aloud if you came across them in a newspaper or book. It was actually in this way that the scheme originated. A young Manchester man used to read out such tit-bits to his wife. He conceived the idea of a paper that should be all tit-bits, called it Tit Bits (not "tid-bits," as America spells it), and got rich-rich enough to go into Parliament and become a political power in the land, to say nothing of having added to his weekly paper the most successful monthly magazine in the world -the Strand Magazine; and to refuse a baronetcy this year.

I THINK most people who have met Mr. Newnes would prefer him that way to "Sir

George Newnes, Baronet." He is a stalwart, cold-eyed man, not yet middle-aged, with the air more of a comfortable farmer than of a successful newspaper builder, and an invincible propensity to wear a white hat. Success has always seemed a kind of instinct with him; he smells the battle afar off, and knows which side to be on. He has the art of picking up clever men. Dr. Conan Doyle, that versatile Irishman (a son of Richard Doyle, the Punch artist), was already known to a part of the world before he made connection with Mr. Newnes; but the Strand Magazine gave his genius the opportunity to make Sherlock Holmes a living reality to all English-reading people. Mr. Sidney Paget, the illustrator of the Holmes adventures, did something for Sherlock, I have seen a man, whose face is very familiar to me, pointed out on the street: "Isn't that fellow like Sherlock Holmes!"

That is fame!



Another clever young man, who outgrew Tit Bits office after a while, got his opportunity, and some of his training, under Mr. Newnes. Cyril Arthur Pearson, as some people know, came to Tit Bits through a prize competition. A position at the not very dazzling salary of £100 a year was offered as a premium for the best answers to what I remember thinking a pretty stiff set of questions. Mr. Pearson, fresh from school-the son of a country clergyman-won it-developed into Mr. Newnes' right hand man; grew discontented (as all good men do) with working on a salary, seceded, founded Pearson's Weekly, and made it second only, I think, to Tit Bits in circulation, though it is only four years' old. Sir William Ingraham, M. P., one of the proprietors of the Illustrated London News is his chief partner. Mr. Pearson is a tall, dark man, under
thirty (I suppose), wearing gold spectacles, but a
fine cricketer and an adept in athletics of most
kinds, in which enthusiasm he carries his staff
with him. The people on Pearson's Weekly are
one vast athletic club. Mr. Pearson has lately
built a splendid home on Henrietta street, near
Covent Garden, in the heart of London; and you
cannot go there (as I have occasion to pretty
often) without being impressed by the fine physical development of the young men you come
across. Errant poets are dealt with by any member of the staff, or by the boss if need be.

LONDON, November 15, 1894.



PUZZLE-WHERE IS THE STORE!

MAGAZINEADVERTISING

R. WARNER has good, full pages touching his Coraline Corsets. He is entitled to the thanks of the community for portraying a stout woman in his sketches. As a rule, tailor-made-gown people and all sorts of fashion purveyors persistently ignore the existence of the stout woman. In our daily life, however, she is not to be suppressed, and is entitled to as much consideration as her more favored slim sister. Vogue was the first fashion authority to recognize the fallow field of fat women, and has been

industriously cultivating this neglected crop ever since; It is, of course, a hard thing to gently but firmly put your foot down on white and black stripes and small chip hats for ladies of embonpoint, but Him and Cornelia are equal to anything. The heavens above, the earth beneath, or the water under the earth, contain nothing that would daunt them. And so the portrayal of such garments, corsets, chapeaux, etc., as are most becoming to stout ladies, is a campaign of education that should be encouraged.

I NEVER could quite understand those two pages of addresses recently published by the Ypsilanti people, giving a list of their depots. I presume it was necessary and useful information, but whether it will sell goods or not is what bothers me.

THE J. B. WILLIAMS COMPANY has a full page in the October *Century* which shows how castiron soap-suds look on a man's face, The type of man produced by Mr. Williams emphasizes anew the fact that we are fearfully and wonderfully made.

And yet the Williams advertising is said to be highly successful. The perfect abandon, the exuberant luxuriancy with which the lather from Williams' soap hastens to swell up and spread all over a man's face, to the utter humiliation and despair of its rivals, is the point which is brought out with signal success,

THE carriage makers of Newark, J. M. Quinby & Co., have one of Gray Parker's stereotyped sketches. There is the stereotyped coachman on the outside and the stereotyped pair of cads inside. Despite Mr. Parker's acknowledged technical skill in the draughting of horses and coaches, his figures are something



on worthless bindings
I'll use the

Signatury

Velveteen

Skirt Binding

after this." Accept no substitute.
"S. H & M." Dress Stays are the Best.

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It tickles the Palate.

A Cheese Delicacy

of rare quality will be found in American Club House Cheese. It is a soft, rich Cheese, unexcelled for lunch or dinner. Put up in hermetically sealed glass jars. It is worthy a place on the best tables.

A miniature jar will be sent to any address on receipt of 10 (len) cents in stamps.

THE CHANDLER & RUDD CO., CLEVELAND, OHIO.
Order Department 101.

exasperating beyond description. His men are worse than the average bicycle man and his women are worse than the girl the architect draws. Notwithstanding these drawbacks the drawings of Parker lend eclât and verisimilitude to what would otherwise be a bald and unconvincing narrative.

Newark, however, is a great advertising center, philosophically considered. Here is the home of Franklin Murphy, author of the inspiring lines on varnish.

In McClure's Magazine for November I noticed several advertising designs that were new to me. Among them were the quarter pages of the "S. H. & M." Bias Velveteen Skirt Binding, the Holmes & Edwards Silver Company, of Bridgeport, Conn.; Quaker Oats, Murray & Lanman's Florida Water and Jacot & Son, Music Boxes, respectively.

The full page devoted to Dr. Pierce's Pleasant Pellets has an attractive cut, if you enjoy pill pictures. No-To-Bac and Daniel Green & Co., the latter in behalf of the Dolge Felt Footwear, have each very good-looking full pages in the same number. *McClure's* is the first November magazine I have dipped into, and it is to be hoped that the others will show as many new and carefully prepared announcements. The old ads. were beginning to grow tiresome, and the new designs are really refreshing.

THE CHANDLER & RUDD COMPANY, of Cleveland, have good magazine announcements in behalf of their cheese. The Liebig Company has good quarter and half pages, and the Rochester Optical Company use a very pretty illustration with their half page—noticed in the November Scribner.

AMONG the new names I observed that of W. D. Henry & Co., of New York, advertising their Artegraph.

THE Autoharp uses full pages, in which the border seems to emphasize everything else, especially the small cut of the instrument. The words "Easy to Play, Easy to Buy," are capitally displayed.

E. W. HOYT & Co. show a praiseworthy persistence and excellent judgment in advertising their "Rubiform." The pictures are frequently changed and always quite effective.

THE PECK, STOW & WILCOX COMPANY have a half page devoted to their meat cutter. The cutter is good, no doubt, and so, too, is the cut used to embellish the advertisement. The reading matter might be somewhat condensed; it looks rather solid and uninteresting. Daniel Low, Silversmith and J. H. Johnston & Co. have each a full page showing reproductions from specimens of their holiday goods. The December magazines will probably show some new designs, but they arrive too late, unfortunately, for a review in this number of ART IN ADVERTISING.

THE quarter-page advertisement of the Vose pianos, appearing in the recent magazines and showing some rather cheap juggling with a capital V and the name of the piano, is somewhat undignified. We expect better advertisements nowadays from first-class houses.

.0.1A.20.	548	417	276	450	621	763	128	145	201	66	30	63
A. V. Jones & Co., Asheville, N. C.	13	13	OI	20	30	30	20	OI	15	9	0	3
A. Gerstenberg, Brooklyn, N. Y.	10	15	4	12	70	9	3	IO	73	I	0	"
W. E. Lent, Brooklyn, N. Y.	20	15	4	50	75	100	7	8	7	0	0	0
Sheehan & Co., Ann Arbor, Mich.	25	15	IO	15	25	25 I	71	0	5	00	2	00
Geo. A. Sohmeltz, Toledo, Ohlo.	OI	I 1	0	20	20	45	7	I	4	0	0	0
J. F. Cosby & Bro., Kansas City, M.								•				
8. Goldzier & Son, Brooklyn, N. Y.	50	25	50	40	100	0	30	50	50	25	IO	IO
S. Goldzier & Son o	3	2	I	4	IO	7	I	0	0	2	0	2
E. D. Parher, Tiffin, Ohio.	91	3	I	30	.38	20	I	3	10	3	I	3
James McConaughy, Carnegie, Pa.	1	I	I	2	S	н	0	7	0	I	0	0
W. B. Zleber, Philadelphia, Pa.	125	100	40	9	IO	70	15	2	20	10	I	IO
E. B. Voorhies, Philadelphia, Pa.	30	30	30	30	40	50	IO	OI	IO	10	0	9
I red. A. Davis, Fort Edward, N. V.	IO	2	IO	15	20	9	IO	7	IO	22	3	2
Newark, N. Hummel, Newark, N. J.	1	0	7	0	00	10	1	н	н	0	0	I
Smith & McDonough, Hartford, Con	10	0	10	10	10	0	10	20	0	0	10	0
Smith & M.	125	120	75	75	85	150	25	25	30	IO		IO
8. B. Brett, Topeha, Kan.	45	30	15	50	40	30	4	co	IO	IO	3	3
Robert Adams, Fall River, Mass.	43	35	13	12	50	50	0	3	7	00	0	0
R. W. French, Alexandria, Va.	15	IO	OI	15	IO	15	7	IO	15	3	0	2
WSDEALER D F STAND FEFF				tan	ome Journal			op. Monthly	Review of Reviews.	:	•	ter. Review
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NAME OF NEWSDEALER AND LOCATION OF STAND EEF				olitan	Ladies' Home Journal		.e'8	Leslie's Pop. Monthly	of Reviews.			Amer. Review
James. W. Hunnewell, North Cam-	10	0	10	OI	-8	70	S	01	15	60	6	3
Des Firges & Co., Milwaukee, Wis.	500	120	8	125	8	75	25	10	22	01	S	25
Brown, Eoger & Hese, Toledo, Ohlo.	85	2	30	20	120	8	3	8	20	15	S	2
J. S. Pushaw, Cleveland, Ohio.	40	28	35	20	50	150	8	15	01	15	9	∞
Chas. Bundlach, Pittsburg, Pa.	12	3	4	12	35	12	3	4	4	0	-	0
C. M. Reed & Co., Washington, Pa.	12	=	0	4	0	25	0	0	8	0	0	•
Norvis & Son, Lexington, Ky.	15	0	7	12	7	01	8	01	7	н	0	7
M. Chambers, Baton Rouge, La.	OI	12	œ	9	14	30	8	9	4	8	н	71
Louisville Book Co., Louisville, Ky.	300	250	150	200	200	30	20	20	8	20	25	25
H. Thornbery, Milwaukee, Wis.	∞	∞	ОГ	10	7	0	3	4	9	S	7	4
I. Henderson Montreal, Can.	15	01	7	01	50	25	S	8	Ŋ	0	0	0
Dayton News Co., Dayton, Ohlo.	04	0	Ŋ	15	8	15	0	15	Ŋ	2	S	Ŋ
d. Kirhpatrich, Gleveland, Ohio.	25	OI	01	50	&	35	01	0	15	Ŋ	Ŋ	2
Bay State Book Co., Taunton, Mass.	9	30	8	35	011	125	8	15	- 02	15	-	н
O. W. Sears, Binghamton, N. Y.	35	33	70	35	20	20	15	22	9	5	0	3
Flemer Bros., Louisville, Ky.	75	50	8	20	50	2	8	0	01	2	n	S
Ernest B. Emmert, Hagerstown, Md	01	Ŋ	4	4	S	30	0	ы	3	8	0	0
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W. C. Wilson, Philadelphia, Pa. TOTAL8	554	391	259	520	620	1140	131	129	170	130	50	58
W. C. Wilson Pt.	145	105	50	8	15	25	8	4	9	4	3	10
Best & Aussell Co., Chicago, III.	75	9		25	25	8	2	15	15	2	01	Ŋ
Catheart, Cleiand & Co., Indian-	75		 %	 So	75	- <u>-</u>	01		-25	8	7	
Rodgers & Co., Cleveland, Ohlo.												
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E. R. White, Buffalo, N. Y.	5	5		10	25	8	8	33	33	7	1	4
Paine & Rogers, Painesville, Ohio.	12	-	10	30	25	20	8	6		4	7	8
O. Newton Barker, Newark, N. J.		- 2	8	OI	 8	75			7		•	- 7
Metropolitan News Store, Dallas, 1ex.												
A. M. Hays & Bros., Hagerstown, Md.	10	9	es	25	15	55	15	2	5	15	5	S
A. M. Hays & Bros H.	12	∞	S	25	30	8	8	9	Ŋ	H	-	H
J. W. McMullen, Buffalo, N. Y.	20	20		-8		8	35		2	15	Ŋ	r.
Mrs. C. H. Taylor, Roxbury, Mass.	12	6	- 2	12	- 20	- <u>-</u> &	4	-	4		4	8
J. A. McKee, New Haven, Conn.												
J. A. McKee	12	9	œ	40	100	200	12	24	œ	œ	-	0
Republican Pub. Co., Mt. Vernon, Ohio	18	14	S	38	17	8	7	9	10	71	н	71
O. S. Gallagher, Milwauhee, Wis.	01	9	ر ي	15	15	-22	0		4	0	0	
Geo. M. Beckmer, Cincinnati, Ohio.						0					- 2	
J. J. O'Nelll, Schenectady, N. Y.	65	- 40	25	-8	2		15	15	40	35	-,	
J. J. O'Neill 805	10	12	6	0	18	110	6	18	œ	4	0	71
F. L. Tilton, Morth Adams, Mass.	15	12	8	50	30	50	Ç.	4	S	7	4	н
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Joseph Stevens, Cohoes, N. Y.	∞	12	S	0	9	25	e	œ	7	-	0	ı
J. W. Heffeman, Northampton, Mass.	8	12		0,	35	125		∞	9	4	8	71
W. H. Cullimore, Baltimore, Md.	30	8	15			75 1	oı	5	0	25	7	
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D. M. Henderson, Baltimore, Md.	25	15	S	20	15	25	9	-	12	4	0	0
C. M. Wiseman, Big Rapids, Mich.	25	∞	Ŋ	9	20	25	0	S	S	S	8	ъ
C. E. Gillespie & Co., Greenwood,	01	01	9	81	15	25	S	7	4	8	8	9
J. W. Pease's Sons, Columbus, Ac	01	∞	7	01	4	01	0	12	9	-	0	8
W. H. Bratt, Newark, N. J.	S	S	9	4	12	9	4	4		-	7	7
Armstrong & Co., Knoxville, Tenn.	04	35	01	တ္	50	0	3	4	∞	8	7	-
В. С. Кітьағы, Сысаво, III.	20	15	7	25	4	8	7	I	71	8	3	7
David A. Sands, Brooklyn, N. Y.	8	4	8	01	9	35	9	Ŋ	-	8	0	H
L. S. Wells, Columbus, Ohlo.	18	3	S	15	36	22	es.	e	3	Ŋ	H	-
M. Luscher, New York, N. Y.	20	01	15	15	9	9	4	71	4	H	-	
James Holmes, Chatham, Ont.	15	3	6	8	15	15	71	-	01	н	8	71
Ross & Co., Knoxville, Tenn.	81	9	4	12	14	35	01	4	8	8	0	4
J. H. Bevans, Decatur, III.	9	∞	∞	9	35	8	0	7	01	3	0	7
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Geo. E. Chalmers, Rutland, Vt. Jackson's, Rochester, N. Y.	0 75	5 65	0 65	2 100	300	0 350	20	30	20	20	8	0 12
Tyson & Co., New York, N. Y.	6	6	50	20	15	0	0	2	15	2	S	01
John Mack, New York, N. Y.	10 35	12 30	8 33	10 50	3 10	20 100	5 50	6 15	6 25	<u>د.</u>	-	ь,
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Cobum & Matthews, Kansas City, No. V.	20	50	30	125	8	8	30	01	15	8	OI	01
Robt. L. Jaques, La Fayette, Ind.	9	25	15	9	20	20	OI	01	8	15	S.	7
Geo. E. Ellis, Columbus, Ind.	8	9	0	8	35	-04	0	∞	15	- 01	0	-
J. W. Mooney, Chicago, III.	22		35		50	-98	S	0	12	9	8	
8. F. Mills, Chicago, III.		20	01	30	10	0 200		2	∞	4	~	9
Aylander 810s., Chloago, III.	25 175	25 325	10 200	45 200	25 250	0 450	25 75	I 50	8 100	2 90	0 50	5 50
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Geo. H. Carr, Newport, R. I.	15	15	12	25	30	25	0	0	7	8	0	н
Mrs. Annie Reed, Blairsville, Pa.	12	7	5	12	2	3	3	7		0	0	0
J. Wm. Dichens, East Boston, Mass.	24		9	17	- 28			9	4	3	- 7	7
H. T. Wright, Kansas City, Mo.						0 105				0	0	
James Bouglas, Pawtuchet, A. I.	35	30	12	2								
C. B. Swift, Philadelphia, Pa.	13	•	- 7	15	2	120	•	15	4			
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The Alfred Warren Co., Cincinnati,	25	10	10	30	75	30	9	10	15	10	4	7
S. C. Yagen, Franklin, Ind.	8	-	7	9	15	0	7	4	4	9	0	7
M. Wanen Hooper, Cambridge, Md.	9	4	7	9	15	25	0	S	3	8	-	-
J. D. Denny, Gincinnati, Ohio.	15	01	∞	40	20	02	9	01	x	4	3	ъ
C. J. Holton, Detroit, Mich.	35	9		85	7.5	8	25	- OI	25		ť	01
Thomas Thompson, Davenport, lowa.	8	17		01	01	9	•	2	2	7	0	0
E. M. White, Davenport, lowa.			35	- 62	85	35	8	- 82	35	25	12	∞
Waiter Brown, Cleveland, Ohio.	95	37			 	o					 	9
	35	25	25	50			25		25	01		
Wm. J. Sell, Erle, Pa.		55	25	125	150	225	25	25	30	- 2	٠ <u>٠</u>	15
M. W. Chapin, Toledo, Ohio.	∞	œ	8	20	15	42	4	-	9	4	H	N
WSDEALER D OF STAND &			:	itan	Ladies' Home Journal			Leslie's Pop. Monthly	of Reviews.		•	North Amer. Review
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CHICACO CORRESPONDENCE.

ALL business was about a month later this year than last, and there is a noticeable conservatism in all lines, but things are looking up just now, and barring slow collections, which has been the cry for a year past, the general prospect is very good.

Everybody seems to be busy—advertising agents, printers, artists, engravers, etc. Lord & Thomas report plenty to do, and C. E. Raymond, of J. Walter Thompson, says that business was never better.

The holiday business has hardly begun yet in the dailies, but there is a great deal of catalogue work being done.

Things are about as they were last year at this time. The people have been waiting until they had to do something, and now catalogues, circulars, booklets, etc., are all being prepared in a rush.

It is plain that one of the periodical waves of business prosperity is upon us. Whatever the cause of this "boom," nobody supposes it will



OIL vs. OIL.

One table oil comes from milk. It varies as milk does. Another table oil comes from a beef's choicest fat. We use it in our Butterine.

All scientists agree that one of those oils is just as healthful and as dainty as the other. But our oil never varies. Our Butterine is always perfection.



SWIFT AND COMPANY, Chicago.

last, but everyone is trying to make the most of it.

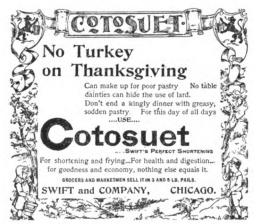
These little wavelets rise and fall at apparently irregular intervals, but they never fall quite back to their former level, and close observers have noticed a continuous, though hardly steady, improvement ever since we passed the crisis.

It is interesting to note that we have had three very distinct little "booms" or sudden improvements in business, since the panic. The first was after the repeal of the Sherman Law; the second, after the passage of the Wilson Law; the third, since the elections, which shows that there is a good deal of imagination in the make-up of the ordinary business man.

Some very good advertising is being done in the dailies for French & Potter, Royal Blue shoes and Cotto-suet, all local advertisers. The outside business is not as extensive as it once was, but some large advertisers are "spreading themselves," notably Paine's Celery Compound. Paskola takes the usual three-quarter column or so, Hood's, Dr. Pierce, and the others following on behind. Quaker Oats are using their display space effectively, and in-

effectively, as their advertising man appears to be in, or out of, the humor. Pond's Extract have one or two advertisements that can be called a new departure—for them. Paskola takes up a good deal of space in newspapers and pamphlets, about "Paskola vindicated," when nine-tenths of the people never knew it had been attacked, and I have heard some strong criticisms from experienced advertisers on this new method of theirs.

Cotto-suet has a very neat four-inch double column advertisement, which I reproduce; and Swift's Jersey Butterine a most effective little 3\frac{1}{4}-inch single column, which will perhaps sell more goods than the large one. I think this small advertisement one of the best and most taking that has appeared here for a long time, but the heading could be improved by substituting "Fat" for "Oil."



Compared with these two specimens of "art in advertising" the N. K. Fairbank advertisements are open to criticism. This mixing up of Santa Claus Soap with Cottolene reminds one of the bakers' stores in Belgium and Holland, where bread, butter, cheese and softsoap are all kept on the same shelf. The flavors always seemed "mixed." Besides, the advertisements might be made more attractive and convincing.

One last illustration from the dailies, from a four-inch dentist advertisement which has been running for a long time, and which I give without comment.

The sad death of C. E. Strong, the veteran treasurer and original founder of the Chicago



No More Dread of the Dental Chair.

Newspaper Union, on the 14th ultimo, is felt as a severe loss by that company, as well as by all his relations and friends. Mr. Strong was a most pleasant man, and business acquaintance with him rapidly ripened into friendship. The immediate cause of death was apoplexy, brought on by an illness contracted some time back. He was buried in Milwaukee.

It was rumored that Siegel, Cooper & Co., of this city, were interested in the recent purchase of real estate in New York in the block bounded by Fifth and Sixth avenues and Eighteenth and Nineteenth streets, where, it was said, they intended to open the largest department store in the world. The rumor is denied by Henry Siegel, president of the company, who says the store will be built, but that they will have nothing to do with it.

E. A. WHEATLEY.

Chicago, Nov. 25, 1894.

THE O. J. Gude Co., of New York, are fast forging to the front in the bill posting business. Their artistic skill and conscientious fulfilment of contracts have gained the confidence of large advertisers to such a degree that they find difficulty in handling the business brought to them. Every one who travels on the elevated roads in New York and Brooklyn must be familiar with their handsome display ads. of Hire's Root Beer. Germea, Garfield Tea, and especially with that of the Franco American Food Co. For taste, finish and attractiveness they easily take the lead, and on another page we take pleasure in reproducing it on a small scale as a specimen of real art in advertising.

A CHEERFUL half-page advertisement in the American Hebrew sets forth the virtues of the "Automatic Burial Apparatus," which, we are informed, "works without any noise or disturbance," and is so simple in construction that "a child could operate it." A cross-section view of the grave, showing the working of the "Burial Apparatus," adds much to the attractiveness of the announcement.



THE arrest of Mr. George Kissam, of Carleton & Kissam, street car advertising men, in New York, on the afternoon of Tuesday, November 27th, created considerable of a sensation in the vicinity of Newspaper Row when the affair became known. Kissam was arrested on an order granted by Judge Bookstaver on complaint of Mr. Michael Wineburgh in an action to recover \$75,000 damages in a suit for libel. Thus begins the final scene in a play that is destined to end in a tragedy.

The ill-feeling which has existed between the two firms is one of long standing, and had its origin in one of these unfortunate letters which even the best of us are at times tempted to indite. In reply to a perfectly courteous and business-like communication from Mr. Wineburgh regarding some commissions, Mr. Carleton "Your cheeky Jew, typebegan his answer, written letter received." The balance of the letter was all right, but the opening paragraph naturally had a tendency to rile the former from A to izzard. Such a letter to emanate from a gentleman of Mr. Carleton's cultivation is something that to this day remains unexplained, and to this unfortunate incident must Carleton & Kissam ascribe the bitter assault on their business and the subsequent misfortunes that have befallen them.

At the time of which we speak Wineburgh was merely a broker in street car space, and but for the quarrel would doubtless have been one to this day. But the desire to "get even" with Carleton & Kissam spurred him on to greater efforts than would have naturally been the case, and the result is what we see to-day. But for his interference the Broadway Cable Road plum would have dropped into their

That would have yielded them \$125,ooo net per annum. But Mayor Grant was brought into the deal by Wineburgh, and the Mayor's friendship with Mr. Crimmins did the rest. Even Wineburgh got left himself that time, the entire proceeds with the exception of a small sum paid to Wineburgh going directly into the Mayor's pocket. With the Broadway road went also the next two most valuable franchishes in New York owned by Carleton & Kissam, the Sixth Avenue Line and Twenty-Third street. These also went to Grant. Next came the Third Avenue lease. This time Wineburgh brought young Gilroy into the deal. Carleton & Kissam had owned the lease for years, but it went the way of the Broadway Cable. This ended the career of Carleton & Kissam in the city of New York. Not a single lease was left them, and their prestige suffered in consequence. Shortly after Grant appeared on the scene the valuable leases in Newark expired. No difficulty had ever been experienced in renewing them before and none was now apprehended. All the railroad men say that no better firm to deal with ever existed than Carleton & Kissam. In fact, their enviable reputation in this respect is remarkable. Most of them seemed anxious to renew, but when the time came for signing contracts some one else always got the roads. In Newark it was the same old story. "Very sorry, gentlemen; would like to give you the lease again, but we find it impossible." Mr. Grant got the Newark lease.

But the most crushing blow fell when the Boston franchise was leased over their heads to a firm organized by Wineburgh. The Boston road was Mr. Carleton's personal holding. It was the apple of his eye and the main source of his income. Mr. Carleton had built a magnificent

residence there and looked forward to a long rand prosperous career in the city of culture. The town suited him nicely and he suited the town. After a career of unexampled industry and perseverance he had raised himself from a humble position to one of affluence and distinction. He might be pardoned if he said, "My soul, take thine ease; eat, drink, and be merry." The traditional thunderclap out of a clear sky was nothing compared to the consternation with which Mr. Carleton learned that his arch enemy had carried the war into Africa and that the West End Street Railway Company had leased their lines to him!! Marshal Ney was behind time and Napoleon died a prisoner at St. Helena.

Unfortunately for Mr. Kissam, he is not disposed to weigh his words when talking or writing about Wineburgh, forgetting that his position does not afford him the immunity enjoyed by the irresponsible gossip. Of course among those who know the peculiar relations existing between the two firms but little weight is given to his remarks either one way or the At the same time it can be easily understood that his freedom of speech may be a very costly luxury. It would be very much better for all concerned were the differences to be amicably adjusted, although we fear such a result is now out of the question. They have declared a war of extermination and nothing is likely to alter the situation.

The present suit is instituted upon the contents of a letter dated Dec. 6, 1893, from Carleton & Kissam to Samuel Little, President of the West End Street Railway Company, of Boston. The letter has the firm signature, but, it is alleged, is in the handwriting of Kissam. The letter began by stating that the undersigned had heard that Wineburgh had secured the advertising, and continued:

"If this is indeed true we regret to learn it, as you will find in experience that you have got a Tartar.

This man Wineburgh is one of the most unprincipled rascals in existence; he is also the biggest liar.

The man's whole career has been one of sharp practice and treachery, and every person who comes in contact with him in a business way had had to buy him off or kick him out. He has a few respectable gentlemen associated with him, but they have only been there a short time. The last party with whom he was in business got rid of him very quickly; that was ex-Mayor Grant, of this city."

A similar unpleasant state of affairs is said to exist between Feree and Manager Studwell in Brooklyn. Studwell is out of the concern now, and letters addressed to his former place of business are unceremoniously returned, marked "Not Found." How little a thing courtesy is, and yet how much the lack of it sometimes costs! Feree ought to be above such contemptible treatment of a former associate. It would probably be unfair to set the street car men down as a set of ignoramuses, but their lack of familiarity with the customs that exist among gentlemen of good breeding is at times painfully apparent.

BOSTON NOTES.

The acme of refinement in advertising, by the use of stained glass panels with the leaded effect of mural windows, has not obtained to any great extent, through the fact that the excessive cost has been prohibitive; but a few wealthy firms have, notwithstanding, been tempted by their rarity and elegance to utilize them for display purposes in stores and offices not otherwise eligible.

There is now being offered to a few select firms a magnificent substitute called "Translucent Fabric," a nearly transparent fabric which consists of fine steel wire covered and imbedded in a chemical preparation of water and weatherproof composition, which is a perfect mount or base for hand-painted decoration, for the transfer of lithographic impressions or the application of the conventional window transparencies—exactly producing the effect of the most elegant examples of stained glass windows.

This material is being offered by Bond, of Boston (16 Central St.), who has complete and entire control of this translucent fabric—so far as it is or may be applied to advertising purposes—and who has already arranged with a few prominent firms for its adoption for the spring trade.

Already at the factory many beautiful church windows have been painted by a corps of foreign artists of great skill and ability; and to firms wishing a unique and elegant advertising medium, at a reasonable cost, the opportunity

is offered (with exclusive protection on certain conditions) for magnificent display.

It is entirely new in its application, and as Mr. Bond controls its output and has no representative in this item, he is in the position to guarantee immunity from competition or duplication.

THE Farm-Poultry undergoes a change on and after January 1st. It will be issued semi-monthly instead of monthly as heretofore. Mr. Bragdon says this change is an absolute necessity on account of the large amount of advertising business offered it, and the interesting fact about it is that before he decided the question he took his patrons into his confidence, and by circular asked their advice. Eighty per cent. replied in the affirmative and so it was ordered. This is an encouraging sign of the firm hold Farm-Poultry has on its patrons, and when a bond of mutual trust and confidence exists between the publisher and advertiser as here exists, continued prosperity is assured.

WE found Donnelly, the bill poster, up to the neck in business. Of course, this is their busy theatrical season, but apart from that they are gathering new trade, employing more help, and have big schemes on hand to have bill boards all around Boston to meet the rush when the spring trade opens.

THE staid and sober Post-Office Department at Washington seems to have been much stirred up of late over the Cosmopolitan magazine, caused by the discovery that the magazine had removed its publication office from New York City to Irvington-on-the-Hudson. The September and October numbers were permitted to go through the mails at the usual pound rates, however, since to have interrupted them for the sake of adjusting a mere superficial defect would have delayed publication and put the owners of the magazine to much trouble and probably not a little expense.

But there arose another difficulty. Irvington's post-office is a third-class office, kept in small quarters. The dimensions of the establishment may be inferred from the fact that the business done there amounts to only about thirteen hundred dollars a year. The Department was therefore suddenly alarmed by the appeals which

came in from the local postmaster to know what to do with the white elephant of a magazine mail which it was proposed to dump upon him. He had taken a look at the publishing house, with the stacks of printed paper stored there, and he wanted to warn the department that if even half of one month's edition were turned over to his custody at a time, his office would not only be filled up to the exclusion of all other business, but a wall could be built all around it high enough to bury it out of sight.

Light broke upon the darkened counsels of the departmental sages, however, with the arrival of the next mail from Irvington. The publishers of the magazine had themselves devised a plan of relief. If the Government would consent to the innocent fiticon of treating a part of their building as a postal store-house they would run a railway track from there to the Hudson River main line and equip it with a car; the postmaster could, at a certain time each month, come up and weigh the magazines in bulk while they were being loaded upon the car, could cancel the necessary stamps, and, under proper regulations for safety, see the load transferred to the mail train.

This is the plan which will be followed. But everybody admits that it is unique, and highly suggestive of the tail wagging the dog.—Kate Field's Washington.

What sort of place is South Bend, Ind., any-how? The name has been thrust upon me so persistently of late, through the advertising columns of the newspapers and magazines, that I am beginning to wonder what peculiar enterprise is carried on in that town which calls for the assistance of so many "ladies to work at home, no canvassing, etc., etc."

These little cards are so numerous and signed by such a blooming lot of "Violets," "Lillies" and "Marguerites," that one might think the entire feminine population had gone into business and was calling for outside coöperation.

It is rumored in St. Paul that Mr. Chas. S. Fee, General Passenger Agent of the Northern Pacific R. R., has become a partner in the firm of J. L. Stack & Co.

MR. FRANK SEAMAN is placing the business of Cook & Bernheimer.



I THINK that the most popular advertisements are, without doubt, those which furnish the public with prices. We have, all of us, an inborn weakness for figures, and our eye will be caught more certainly by the dollar sign in an advertisement than by any other form of typo-This is particularly true of graphical bait. newspaper advertising. We read, for instance, that Smith & Jones have a fine line of silk umbrellas awaiting our inspection. We need a silk umbrella, and perhaps make a mental note of the Smith & Jones establishment for future reference. In another column, however, we find the announcement of White & Robinson, an equally reliable firm, calling our attention to their stock of silk umbrellas and giving us, at the same time, two or three enticing pricefigures. This catches us at once, and nineteen times out of twenty we will go to the latter establishment to make a purchase. There are, of course, many lines of goods in which it is quite impossible to give prices in advertisingbut in most retail announcements in the newspapers there can be no difficulty in doing so. It is not necessary to give the price of everything advertised, but it is wise to give the figures on one article at least.

A few retail houses still cling to the old-fashioned idea that the quoting of prices in an advertisement is inconsistent with their dignity. They would as soon think of putting price cards on the beautiful goods in their windows; but many of the leading houses have adopted the method and find that it works to a charm.

The advertisements of a Japanese house on Broadway have always seemed to me particularly good in this respect.

THE following is taken, at haphazard, from one of their columns, and gives an idea of what I mean.

Japanese Satin Pillows,

Gold and floss emb'd. Very elaborate, 20x20 in.,

Printed Silk Pillows,

Deep ruffles, very strik- 5.00 ing patterns,

Chinese Satin Pillows,

24X24 gold emb'd'd,

12.00

I feel very sure that an advertisement of this kind will bring more business than would the simple announcement of all those pillows without the accompanying prices.

As another illustration, look at the following extracts from two carpet advertisements, put forth by different houses of about equal standing.

The first is a mere statement of the fact that carpets are for sale and reads as follows:

Of course you know that CARPETS, etc., are the most attractive and best value in the city, but we want you to see how very low we are selling beautiful new designs of the best mills.

The information will always be useful, and you might help a friend to decide where to buy.

The second holds out the inducement of low prices for a durable article and will catch the wavering public attention more surely and profitably than will the other:

Body Brussels 90c. to \$1.25 per yard.

These Carpets at these prices are the cheapest to be had on account of their durability. In our stock you will find choice and exclusive designs, of which we are the makers.

The first advertiser probably keeps "Body Brussels" at an equally low price, but it doesn't occur to him to mention it—while the latter, undoubtedly, has a fine stock of carpets back of the cheap "Body Brussels," and will sell it, nine times out of ten, to the customer who calls for the advertised goods.

Figures are an excellent bait.

THE Horse Show in New York is responsible for a good many horsey head lines.

A VISIT TO THE HORSE SHOW catches your eye at the top of one advertisement, and you are reminded that Hodgman manufactures broadcloth driving coats, lap robes, etc. In the next column Madame Somebody starts off her announcement with "Horse Show Hats."

"HORSEY THINGS," says a jeweler. "Dashboard clocks, silver spurs, riding and driving whips, etc."

Then the druggist chimes in with his lugubrious assertion that "The Horse Show will soon be over," but that "that cough of yours will hang on all winter if you don't look out." And you are advised to tackle it at once with a bottle of "Jingo's Expectorant." And so on. The live advertiser adapts his announcements to current events.



SATISFACTORY.

W, dere! Jamesy! 'Ere's a treat! Ketch on to dat ! from head to feet 'N all ver cloze! I tell yer wot, twixt me 'n you, Dere's not'n like a full-lenth view 'S fur 's it goes! Jus look at it! Dere's yer shirt, Warranted not to show de dirt Inside a vear. Git on to it! Dat shirt's a loo! 'N so's yer coat! I jus' tell you! It's worth a beer To see verself full-lenth like dat 'N wearin' such a bloomin' hat; Aint it a bewt? Stan' up, ole boy, 'n take a look! Yer oughter hev yer picter took In this ere suit. E. L. S.

ANOTHER "WILD-WEST COMBINATION."

COL. W. F. CODY, "Buffalo Bill," has gone into the publishing business and is now associated with the Duluth *Press*.

An advertisement is valuable only in proportion as it conveys information. It is less than worthless when it conveys nothing.—Missouri Editor.

"A STRIKE."

A buff gold book, some chestnuts rare, Some sketches bright and dainty, Some talk thrown in above the din Of Boyce's Own Big Weeklies.—Old Songe.

T would be difficult to convey an adequate idea of the enjoyment afforded by a perusal of the volume, under the above title, which has just been issued by Mr. W. D. Boyce, of Chicago. It is primarily, of course, an advertisement of Boyce's Big Weeklies, the Blade, the Ledger and the World, but contains so much interesting matter, valuable alike to sportsmen, advertisers, agents and other millionaires, that it cannot be described as possessing the virtues of an advertisement alone. The book is a series of chapters on Hunting and Fishing, and contains much interesting and valuable information grouped under appropriate headings. Acknowledgments are made to Mr. Fred E. Pond, better known as Will Wildwood. Mr. Pond is secretary of the National Game and Fish Protective Association of the United States, of which Mr. Boyce is doubtless a member. Liberal use has also been made of Messrs. Louis O. Van Doren and Samuel C. Clarke's valuable treatise on "American Game Fishes." And another book favorably known to anglers, "Fishes of the East Atlantic Coast," has likewise yielded up its treasures.

These and other eminent authorities have been used to supply the practical side of the work. There are chapters on the open and closed seasons for hunting and fishing in the various States, and much other statistical information of a similar nature. Points as to the best time to fish, hunt and shoot are also given. In short, the work makes a handy reference guide for sportsmen, of more than passing value. It is likely to be kept for many moons.

By far the most attractive feature of the book to the layman is the illustrations, of which there are nearly two hundred. It is hard to describe the charm of the bewitching scenes herein depicted of sport with rod and gun. Mr. William H. Schmedtgen, the artist, has indeed covered himself with glory. It makes one homesick for a day in camp just to glance them over. It is impossible to speak of any one particular sketch over another, and the decorative work, which is liberally scattered through the pages, is original in conception and correct in treat-

ment. Mr. Schmedtgen is certainly to be congratulated. The short poems with which each chapter is introduced are taken from Mr. McLellan's excellent volume, "Poems of the Rod and Gun," a book of rare interest to anglers and sportsmen. The presswork is in various colors, the drawings in brown, green, black, olive, and the text in black. It reflects great credit on Mr. Boyce's friend, Mr. Donnelly, in whose establishment the book was made up, printed and bound.

But perhaps the chapter that will appeal most strongly to the readers of ART IN ADVER-TISING is the collection of fish stories contributed by a dozen or more advertising celebrities. This feature is evidently the work of Billy Hunter. Uncle Lyman has a very ancient and fish-like yarn about the cook who fried his fish on the hot water that lies on top of the equator. Mr. Fuller, of Chicago, spins a rather good one, and so does Mr. C. E. Raymond. Hunter himself, with characteristic Billy modesty, rings in a Jonah from Texas that is very hard to bear. Taking them all in all, however, the collection is amusing and well worth reading. The book is handsomely bound in cloth with the picture of a big black bass on the cover and the title in gold. It contains 128 pages.

It will undoubtedly be sent free of charge by Mr. Boyce to any reader of ART IN ADVER-TISING who will mention this paper. Address simply W. D. Boyce, publisher, Chicago.

Fame comments on the fact that the Logansport, Ia., Pharos, of July 24, 1844, published the following paragraph:

"When our exchanges begin to come in we shall be enabled to furnish our readers with the news of the day."

The Logansport *Pharos* has, in all probability, long since departed to that bourne from which the defunct newspaper seldom returneth, but its method of securing "the news of the day" for its readers seems to have a perennial popularity.

WAITING for the exchanges to come in is the principal feature nowadays of certain publishing enterprises, but they do not give the fact away to the public. No one knows of it except the long-suffering exchanges.

THINGS WELL DONE.

THE catalogue of the Kimball Pipe Organ Company, of Chicago, is an excellent piece of work. The half-tone illustrations, showing the buildings and the various styles of instruments, are well executed, the paper fine, and the printing all that could be desired.

The catalogue is stamped by good taste throughout.

THE McLean Publishing Company, of Toronto, send a copy of the fall trade number of *The Canadian Grocer*, which has failed, however, to put in an appearance. We judge from the proud way in which the publishers refer to it that the production is of unusual excellence.

FROM Mr. John G. Priest, Jr., advertising department of the Missouri Pacific Railway, St. Louis, comes an eight-page pamphlet setting forth the pleasures of "A Midwinter's Jaunt to California."

What do we think of it? inquires Mr. Priest.

We think it is a good advertisement, well written and well printed. It will, perhaps, be hypercritical to object to the combination of two heavy, ugly colors on the front cover. The design on back is much more pleasing.

THE BISSELL CARPET SWEEPER COMPANY, of Grand Rapids, show some good advertising in a booklet and folder, the latter in color.

A VERY pretty booklet is that issued by Roche & Co. in the interest of their Vino de Salud. The half-tone illustrations are excellent, and the cover, in blue and red, very effective. The Winthrop Press is responsible for the fine printing.

THE Textile World, of Boston, is adding a new feature which is unique in trade journalism. It is publishing not only a complete directory of all the textile mills, bleacheries, dyeing and finishing establishments in the United States, but also gives maps showing the location of mill towns. The maps are divided into five and ten mile squares, and the location designated by number and letter. October issue gives New England in

full, and later issues at intervals will give the mills in other sections, thus completing the entire country during a year's subscription.

In statistical and kindred information, as well as technical articles, the *Textile World* has a high reputation.

THE Wanamaker establishment of Philadelphia had a striking window display recently which is worth mentioning. A handsome wax figure representing a bride, robed in a handsome Worth gown and adorned with diamonds and pearls, occupied the center of one window, and was surrounded by the many articles which she is supposed to need upon the wedding day (bridegroom not included). Everything was in white, and the effect charming. Other windows were occupied by similar figures, showing the bride in reception, traveling and house dress.

A VERY handsome border is used by the Knabe Piano Company in one of their full-page programme advertisements.

FROM W. W. Roach, of the Church Press Association, come specimens of advertisements which appeared in their October church magazines, and which, to quote our correspondent, "show a before and after effect in each case." The advertisement labeled "after" is indeed a vast improvement on the other, and an artistically handled bit of work.



MR. CHAS. F. JONES, of Louisville, whose work as an advertising expert has been mentioned in our columns before, sends samples of his newspaper advertisements prepared for the firm of Levy Bros., clothiers. Mr. Jones' work always gives unmistakable signs of having received the most careful attention in all of its details. He uses some very good cuts, and, considering the great spaces he has to fill, manages to secure excellent typographical effects. Our principal criticism of these ads. would be that there is overmuch reading mat-Does the public really wade through so much extraneous matter in order to get at the heart of an advertisement?

ONE of Mr. Jones' advertisements, filling an entire newspaper page, shows a border of portraits, including the members of the firm advertised, and presumably all of its employees. The center space is occupied by an invitation to the public, written under the business letter-head and calling attention to an anniversary celebration. The idea and effect are good.

A CORRESPONDENT calls attention, in The Collector, to the following curious advertisement. issued in circular form:

"Ancient heraldry and family coat-of-arms painted to order. Placques, panels, vases, brica-brac, and relics of antiquity decorated in artistic style. Old oil paintings touched up and renewed, Sunday-school and society banners and flags made and painted to order in the latest style."

The Amateur Printer, "An Experiment by Frederic Thoreau Singleton," comes to us from Kansas City.

Says Mr. Singleton, in an accompanying letter: "It will perhaps interest you to know that all the composition and press-work was accomplished with type that has been in constant use in a job office for six years, and on a Washington job press that was new some years before that time."

In spite of this, however, the little paper is a model of neat typographical handling. If the columns seem somewhat narrow, and the type rather too small, these are defects which will doubtless be remedied with the growth of the paper.

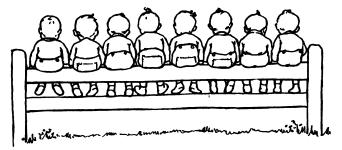
An original booklet comes from the New England Newspaper Union, of 138 Pearl street, Bos-The matter is bright, and so is the cover, the latter possessing a black and green vividness which would challenge attention in the dark. booklet of this sort ought to bring business.

A DAINTY brochure, in white and green, is issued by Lord and Thomas and addressed to the bicycle makers. It is a good bit of advertising and shows throughout the skilled work of the adept.

Mr. Wm. B. Jones, advertising specialist of Albany, sends, for criticism, specimens of his newspaper work and some good-looking magazine pages. The newspaper advertisements are well-written, brief and to the point, printed in plain type, and in each instance inclosed in a decorative border. One of these borders is amazingly ugly, but the others are very neat. Mr. Jones quotes the prices of goods in these advertisements, which, as we remark elsewhere, is a good thing to do.

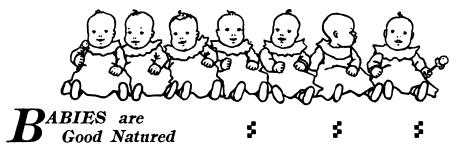


A GOOD MAGAZINE PAGE.



DOING Nothing is Doing Ill

A wise old saw undoubtedly, though from personal experience we know very little about it. Our busy season seems to extend all the year 'round; probably because we furnish such excellent values in boys' clothing. We have no trashy goods in stock, nothing that is not desirable both for style and wearing qualities, and our prices cannot be beaten anywhere in the city. An examination of our goods is always in order, even if you do not purchase.

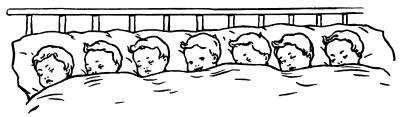


As a general thing, when permitted to have their own way. If every baby in the world had its own way it would be the happy possessor of one of our handsome perambulators. We have them in all styles and at all prices, the lowest priced being as well-made and comfortable as the most expensive. Call, at your convenience, and examine them.



HE Children

Are hard on their shoes. They are hard on the BEST of shoes, and there is no leather manufactured which is proof, for any length of time, against their rough treatment. But some leathers are better than others, and some shoes better made, and therefore better adapted for hard wear. Bring your little ones to our store and let us fit them from our stock of genuine calf, spring heel, hand sewed welt shoes, at \$1.50 per pair, etc.



Good Many People

word.

Seem to believe that a "bargain" is only to be secured at a "sale." This is a mistake. We are offering over our counters every day, in the regular way of business, such bargains as the "bargain-counter" seldom offers. Take our dress-goods department for instance—the combination of excellent quality and low price which we are able to offer on staple and novelty goods constitutes a series of bargains which are bargains in the truest sense of the

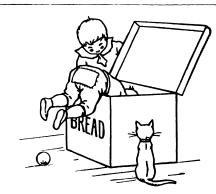
We are offering this week, etc., etc.

DUPLICATE OF THIS CUT \$1.00.



rtists' Materials

Supplies for Oil and Water Color Painting, China, Tapestry and other lines of decorative work. Our stock is complete in all its departments. Mail orders promptly attended to.



Our Fresh Bread
Rolls, Qake
and Pastry

Made of the finest materials; wholesome and delicious.

Have you tried our Boston Brown Bread?

Orders by mail promptly attended to.

DUPLICATES OF THESE CUTS 50 CENTS.

ART IN ADVERTISING.



We regard Kellogg's Lists as among the best mediums in the United States for reaching the householders in those sections of the country covered by them.

WALTER BAKER & CO.

BOSTON, Aug. 2, 1892.





Desires Your Acquaintance

Don't trail behind guessing at your probable reception but introduce yourself at once and give Dame Fortune a good square opportunity to smile on you.

The Mayflower as interpreted by "King's Jester" HAVE 160,000 calls to make, and cannot stop long enough for you to catch up

The Half

Has Never Been Told

But several hundred advertisers have learned it from experience, viz.: that it PAYS to advertise in

THE GOLDEN RULE

The Christian Endeavor weekly published in Boston, Mass.

GEO. W. COLEMAN

Advertising Manager

646 Washington St.

kt
would
take more
space than we
could ever afford
to buy to tell the story
in full. Let us write you
or come and talk with you,



A Straw Hat in a Snow Storm

Is no more out of place than a poor advertisement in a good medium.

A good ad. in a poor medium is a combination just as wretched.

You may have a good ad. and a good medium, but if you are advertising a poor article it isn't possible to succeed.



Or even if ad., medium and article are all right, your method of handling returns may be at fault.



Write

If you'll avoid the latter pitfalls we'll steer you clear of the first two.



Lord & Thomas

Newspaper and Magazine Advertising 45-49 Randolph St.

CHICAGO



EVEN A BLIND MAN

who will get someone to read to him its copyrighted "Prize Stories," its copyrighted "Inventions and Discoveries," its copyrighted "Busy Bee Budget," its copyrighted "Palmistry Club Chats," its copyrighted "Children's Circle," its copyrighted "Hints on What to Wear," its copyrighted "Kitchen Chats," and its copyrighted "New York Fads"—even a blind man will then readily understand why Comfort has the largest circulation in America, and why "If you put it in Comfort it pays." And if a blind man

CAN SEE THE POINT

you ought to see it.

Space of Agents or direct. Home office: Augusta, Maine. Boston, John Hancock Building: New York, Tribune Building.

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Pointers -

Regarding the Use of the SEMI-MONTHLY

Farm = Poultry

FOR ADVERTISERS

POINTER No. ONE

On and after January 1, 1895, FARM-POULTRY will be published twice a month, and will be dated the 1st and 15th of each month. Every practical effort will be made to increase our circulation among live, up-to-date, well-to-do buying people.

POINTER No. TWO

We positively believe we will be able to benefit our advertisers more than twice as much as heretofore. Because people have short memories, the advertisers who use FARM-POULTRY twice a month will leave our readers no chance to forget them. "The constant advertiser is the one who gets the trade" every time.

POINTER No. THREE

FARM-POULTRY is the most accommodating paper on earth. Advertisers need not feel obliged to use the Semi-Monthly paper every issue, unless they so desire. You can have your ads, inserted once a month all the year if you prefer, or once a month in the dull season, and twice a month in the good season if you wish.

POINTER No. FOUR

The rate for advertising will remain the same per line per issue as now, according to space used within one year. If you order 300 lines of advertising space at one time you will get the rock bottom rate—namely, 15 cents per line. That 300 lines space you can use as you want it; all in one issue if you choose, or divided so as to use it in 6, 12 or 24 issues, but it must all be used within one year. You may pay monthly as used. If you desire once a month use the issue of the fifteenth.

POINTER No. FIVE

Which is in some respects the best of all. For example: in the old monthly FARM-POULTRY, to use up 300 lines in one year compelled an advertiser to use an average of 25 lines each issue. Now he need use but 13 lines each issue for twenty-four times and get the three hundred line rate. Did you think of that?

POINTER No. SIX

The small advertisers in the Semi-Monthly can now use larger ads.; they can have more than twice as much space to draw from; they can get twice as many insertions; they can thereby get more than twice as much value, but they do not have to pay twice as much for it. In fact they would have to pay only \$9.00 more in the whole year for the 300 lines, than they have been paying for 144 lines.

STOP HERE AND REFLECT

Think over carefully the facts set forth in these few pointers; hereafter take our advice; we do not believe you will regret it. It has been and will be our aim and study to benefit the advertisers of FARM-POULTRY in every way in our power. This last move, changing the paper to a Semi-Monthly, is the longest step forward we have ever made toward making FARM-POULTRY a better advertising medium. In time you will also believe that the change was made for the benefit of yourself, who with our other advertisers will learn to use FARM POULTRY every issue. Then why not begin at once?

COPY AND ORDER

for the first number must reach us on the **twentleth** of the month **prior to issue.** For the number dated the fifteenth copy must reach us on the **fifth** of the month of issue to insure insertion.

I. S. JOHNSON & CO.

Pubs. of FARM-POULTRY

22 Custom House Street, Boston, Mass



YOUR INTEREST IS OUR INTEREST-YOUR SUCCESS OUR SUCCESS

Two Million

Readers:::

every week:





A SPECIMEN BRICK . . .

The above advertisement fittingly illustrates the originality of the

Fudge

advertising department

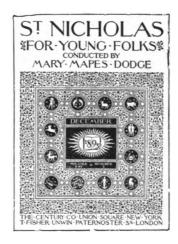
. . and the splendid work it is able to produce

All that is required of advertisers is that they use JUDGE and the whole office is at their disposal. Our advertising man never sleeps when by remaining awake he can improve the advertisements of the patrons of JUDGE Haven't you a pet idea you would like developed?

WILLET F. COOK
Advertising Manager

Judge Publishing Co.
110 Fifth Ave., New York

Digitized by Google



The only magazine of its class

The record for the past six monstances shows a very decided gain in sales the subscriptions and advertisement.





There are Others

But Gray's
Indiana
List





PAYS!

Chapter I
That's Chapter II and the whole story
Chapter III

I cover the State and the State covers me

Between us both you get all there is in

INDIANA!

For rates, etc., address

FRANK S. GRAY

Tribune Building

New York City

THE ST. AUGUSTINE NEWS can not do everything for every advertiser; but THERE IS ONE THING IT CAN DO, and it can do that one thing well—keep the high-grade advertiser before the right kind of people, at the right time, and in the right way. Frank G. Barry, Publisher, Utica, N. Y.

 \mathcal{A}

THE ART OF ADVERTISING becomes each year better understood and more firmly established on a business basis,

THE ADVERTISER LEARNS,

FIRST-To demand facts regarding circulation;

SECOND-He is anxious to secure those mediums which reach the very widest constituency;

THIRD-He must have assurances that are binding;

FOURTH-An unwillingness to state circulation is no longer satisfactory to him.

FIFTH—He must also wish to know that the growth of a publication is of a character likely to insure continuance.

For these reasons we present here

THE RECORD OF

The Cosmopolitan Magazine:

For January, 1889, the edition	was	•		•	•	20,000	copies.
The average edition for 1890	"		•	•		52,916	44
The average edition for 1891	"	•			•	74,750	44
The average edition for 1892	44		•	•		101,333	44
The average edition for 1893	44	•		•	•	149,215	"
The average edition for 1894	44		•			202,750	**
Edition for December, 1894, n	ow	on	pre	sses	, is	250,000	**

ALL BOOKS AND ACCOUNTS OPEN TO THE INSPECTION OF ADVERTISERS.

ONE FACT MORE. . . .

The lowest yearly rate in proportion to circulation given by any leading monthly is, we believe, that offered by the Cosmopolitan.

\$1.25 PER LINE FOR QUARTER PAGES.

If you insert an advertisement for 1895 you have a guarantee-absolute --- that it will be printed in

at least 2,500,000 copies of

THE COSMOPOLITAN MAGAZINE, Irvington-on-the-Hudson, N. Y.

WHEN IN DOUBT USE SCRIBNER'S

Dodd's Advertising Agency. Boston, or Send for Estimate.

RELIABLE DEALING. CAREFUL SERVICE.

RELIABLE DEALING. CAREFUL SERVICE.

THE UNION GOSPEL NEWS

CLEVELAND, OHIO

Largest circulation of any religious paper in the United States

156,540 paid-in-advance subscribers.

Undenominational and reaches the homes direct.

The best advertising medium in the country.

ADVERTISE The Hearthstone

AND DRAW
PROFITABLE TRADE

Circulation, 600,000 every month.

Subscription price, 25c. per year.

Advertising rates moderate.

The Hearthstone Pays Advertisers....

Address, 285 Broadway, NEW YORK

Are Agents Always True and Helpful to Advertisers?





Here's a true story: A certain agent said he would not include **The Sunday School Times** in a religious list to be submitted to his customer unless we would give him some special concession—an extra 10 per cent. This we refused to give. He tried to convince us we were making a mistake and showed his list of papers and the price of each. We challenged him to a test of circulation and prices and named six leading religious papers. These were in his list, with others, and this is what he put down (we omit space of advt. and names of the six papers):

The Deadly Parallel:

CIRCUI	LATIONS			COST	THE SUNDAY SCHOOL TIMES
50,	000			\$409.50	
25.0	000			262.08	Average of 26 issues from May 1 to Nov. 1, 1894,
25.0	000			245.70	
25.0	000			245.70	
20.0				245.70	
20.0				245.70	••
Total, 165,0	- 10			\$1,654.38	Cost, \$819.00

Better than two to one in favor of the advertiser using The Sunday School Times

The agent made the excuse that he wasn't going to use the largest circulated religious papers, but might do so if some special inducements were offered.

There may be others. If agents are not suggesting The Sunday School Times to intending users of religious newspaper space we would like to tell those intending advertisers the reasons why. Write to us for full information about your advertising.

The Religious Press Association

1200 Chestnut Street

⊀

PHILADELPHIA, PA.

OST businesses will require some hurrying up to regain the past slow time. It will require good, pushing, steady work to even up the record for this year.

These papers can be very helpful to you now. They provide the only way for an indorsed introduction to Pennsylvania religious homes. These are the homes from which the best results are now to be

obtained by advertising. Published from 4 19 to 74 years they have gained the loving confidence of their readers and now give to their advertising patrons an indorsement far in excess of the value of ordinary circulation.

We make it possible to use all or any of these papers, for good advertising, easily, quickly, cheaply and surely as topriceand all other details.

Shall we talk with you about it—or write?

Issued
68 The Lutheran Observer
19 The Presbyterian Journal
62 The Ref'd Church Messenger
74 The Episcopal Recorder
51 The Christian Instructor
42 The Christian Recorder
33 The Lutheran

22 The Presbyterian Observer

The Religious Press Association
1200 Chestnut Street, PHILADELPHIA, PA.

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THE year 1894 leaves us with the largest list of paid subscribers of any year since ART IN ADVERTISING came into existence.

For 1895 it will more than ever be a magazine for advertisers and business men generally—full of new ideas and helpful criticisms and suggestions.

We invite renewals from old friends and subscriptions from new ones, believing they will find it a dollar well invested.

80 Fifth Avenue, New York, December 5th, 1894.

NINE Times Out of Ten

The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post. No other has so large an advertising patronage. In influence and respectability it easily takes the lead.—Printers' Ink, New York.

Circulation-

The readers of The Evening Post are usually well-to-do, the most profitable customers, and its circulation cannot be duplicated. It reaches the men first, then their homes: two circulations at the cost of one, and a thorough reading at the leisure time of the day.





Advertising-

Representative houses in all lines of business are the largest advertisers in The Evening Post. Unworthy and disagreeable advertising is excluded. The rates are invariable, and the advertisements are set under competent direction, and well printed on good paper.

From January 1, 1894, to November 22, 1894, THE EVENING POST contained 525 columns of advertising more than in the corresponding period of any previous year, all at invariable rates—an exceptional record.

POPULAR MEDIUMS.

MASSACHUSETTS.—New Bedford.

THE EVENING STANDARD, greatest newspaper in Southern Massachusetts Circulation over 8,000.

THE MORNING MERCURY, only morning paper south of Boston. Circulation over 3,000.

THE EVENING JOURNAL, New Bedford's most popular daily. Largest city circulation.

Lynn.

NGALLS' MAGAZINE for ladies. J. F. Ingalls, Pub., Lynn, Mass.

LYNN ITEM. 12,000 daily. One-ninth cent per line per thousand.

Boston.

SEND TEN CENTS to CHARLES ALEXANDER for the Monthly Review, 5 Park Square, Boston.

A MERICAN CITIZEN, Boston. Leading A. P. A paper. 22,000 each issue, all Americans.

REFLECTOR, acknowledged the best home magazine, published 48 Oliver St., Boston.

WONDERFUL! Send ten cents to Frank Harrison, Boston, Mass., and see what you will get.

ILLINOIS.—Chicago.

THE DISPATCH, Chicago's brightest and best afternoon newspaper. Circulation exceeds 50,000.

ALABAMA.—Montgomery.

THE MONTGOMERY ADVERTISER, Daily, Sunday and Weekly. Largest circulation of any paper in Alabama.

MARYLAND.—Frederick.

THE NEWS, Daily 1,700, Weekly 8,000. Largest, most enterprising, third richest county in America.

COLORADO.—Denver.

THE DENVER REPUBLICAN. Rowell says: "Largest circulation in Colorado."

CALIFORNIA.—San Francisco.

SAN FRANCISCO EXAMINER, the leading paper of the Pacific coast. Daily 71,270.

SAN FRANCISCO MORNING CALL is unequaled in circulation, character and influence.

SAN FRANCISCO BULLETIN, the leading evening paper of California.

TEXAS.—Houston.

HOUSTON POST. Largest Texas circulation (sworn) S. C. Beckwith, Eastern Agent, 48 Tribune Bldg., N.Y.

Galveston and Dallas.

THE NEWS (Galveston and Dallas) is a first-class advertising medium, and a newspaper.

NEW YORK .- Albany.

ALBANY, N. Y., TIMES-UNION has more subscribers than all the other dailies combined.

New York City.

THE HARDWARE DEALER. A magazine for dealers. 78 Reade St., N. Y.

THE HARDWARE MANUFACTURER. A magazine for makers. 78 Reade St., N. Y.

PENNSYLVANIA.—Philadelphia.

CHURCH PRESS ASSOCIATION syndicate of the Church MAGAZINES. 85,000 copies into the homes of church members.

TABLE TALK, circulation 28,000. Best for Household Goods.

OHIO.—Columbus.

OHIO STATE JOURNAL. Leading Paper, Daily. Sunday, Weekly.

"BOND, of Boston, can assist you in your Advertising work. See Him!"

Parvin's Advertising Agency, Cincinnati, O., furnish lowest obtainable rates on all papers.

S.: Mix and flavor with extract of common sense, q. s. (a sufficient quantity). Make into an ad., divide into twelve equal parts, each labeled with one of H C. Brown's illustrations, and administer one part to the public on the 5th of each month in ART IN ADVERTISING.

DR. R. G. RAY

Specialist in Advertising

Washington, D. C.

P. O. Box 394



Womankind Lippincott's

NEW YORK CITY and SPRINGFIELD, OHIO

The SWORN TO AND PROVEN Circulation of this model woman's magazine in November and December will EXCEED

150,000 Each Issue

The Advertising Rate will be the lowest ever quoted by a magazine of its class having a circulation of like extent and character.

30 cents net per Line

The January forms will close promptly on December 20th. First come best served.

GEO. S. BECK, Eastern Manager, 193 World Building,

New York City

Monthly Magazine

COMPLETE NOVEL -**EVERY** NUMBER

J. B. Lippincott & Co.

Philadelphia, Pa.

COMMERCIAL ADVERTISERS rvho

POST BILLS:

write for descriptive lists of the prominent locations we reserve for mercantile purposes.

You will find in ours a perfected up-to-date bill posting plant, without an equal in the United States for commercial displays.

The St. Louis Bill Posting Company

R. J. Gunning, President

Office, o So. Broadway, St Louis, Mo.

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LEND A HAND.

That is what I can do for you if you wish to improve your advertising.

Send for my catalogue of over two hundred outline designs suitable for newspaper, magazine, and other advertising.

H. C. BROWN, 80 Fifth Ave., N. Y. City.

VINO DE SALUD



ROCHE & CO.,

AGENTS FOR

W. C. BEVAN & CO'S ANDALUSIAN WINES

8 SEYMOUR BUILDING, 503 FIFTH AVE.

ENTRANCE ON 42D STREET.



TRADE MARK.

NEW YORK

BOSTON

CHICAGO

New York, November 10th, 1894.

THE WINTHROP PRESS,

32-34 Lafayette Place, New York.

Dear Sirs:

When we placed an order with you for an illustrated booklet for "Vino de Salud," it was in the belief that you possessed the facilities for producing the artistic effect desired at the lowest cost consistent with good work. The result shows our judgment was correct.

The illustrations bear evidence of having been carefully and skillfully drawn, with due regard to historical accuracy. They are certainly very beautiful, and have excited the admiration of all who have seen them. The careful manner in which the half-tone work, printing and binding have been done shows that not only in designing but in all the work, artists of high order have been employed. We expected to receive a beautiful and artistic booklet and have not been disappointed.

We are daily in receipt of congratulations upon its appearance, and desire to express our thanks for the faithful and painstaking manner in which the work was executed.

Very truly yours,

Rocher &



America's Greatest Illustrated Paper



Seen

Everywhere.

Read by

Everybody.

Patronized by all

Leading

Advertisers.

The first first are a North some danged in this second life frage presented in a second. At the case of the date o

Gives the

Best Service

Most

Reasonable

Rates.

Include

it in your

List.

For.... 1895 Business...

You cannot use a better medium

Will You Try It?

WILLIAM L. MILLER

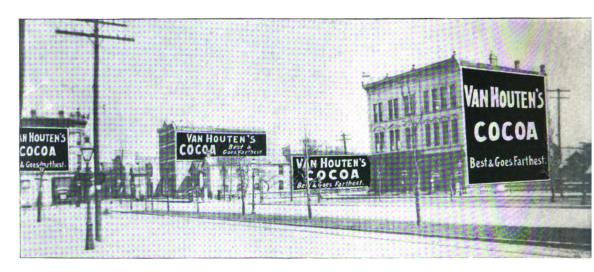
Advertising Manager

110 Fifth Avenue, NEW YORK

THE WINTHROP PRESS, 32 & 34 LAFAYETTE PLACE, NEW YORK.

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IN COMMAND OF THE SITUATION



"Van Houten's Cocoa," with these thundering guns commanding the point of entry into a big, populous settlement of over two hundred thousand people, is certainly in a position to dictate terms. This open corner is the gateway to and from a heavily peopled district in a big city. Is there any element of chance as to the prestige of "Van Houten's Cocoa" in that considerable market?

In making your plans for '95 compare the **certainties** of properly placed, painted, powerful and permanent out-door displays, with the **speculative** investments offered you. Weigh the **conjectural** methods of modern advertising in the balance with this old-reliable, time-proven **positive** advertising influence, in its perfected, up-to-date form. These are times for actualities. Be guided by common-sense, self-evident relations of cause and effect; they're the only guidance to certainties.

At your command for estimates upon any territory. Will be pleased to inform you just where we can place you in any desirable market.

PROPRIETORS OF
"THE GUNNING SYSTEM"
OF HARD HITTERS IN THE
"BIG ELEVEN"

CHICAGO, KANSAS CITY, ST. PAUL, MILWAUKEE, CLEVELAND,

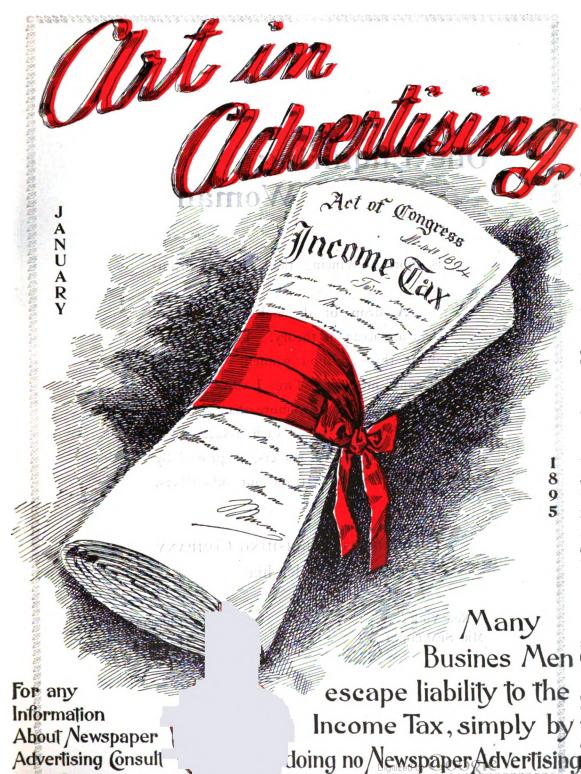
O, ST. LOUIS,
CITY, OMAHA,
I. MINNEAPOLIS,
KEE, DETROIT,
AND, CINCINNATI and
LOUISVILLE.

The R. J. Gunning Company

Contractors in permanently maintained displays anywhere.

Digitized by CHICAGO

Alas Arran C. Cal



One Enquiring Woman

is more convincing than a dozen drummers.

A drop of demand proves more than an ocean of theory. You can reach about three million women by the use of one medium,—The Ladies' Home Journal, which sells more than six hundred thousand copies each issue. Each copy averages five readers, as proved by information direct from our subscribers.

THE CURTIS PUBLISHING COMPANY
Philadelphia

New York:
Mr. Spaulding

Chicago:
Mr. BALMER



Entered at the Post Office at New York as second-class matter.

VOL. IX.

JANUARY, 1895.

No. 11.

Published by The Art in Advertising Co. 80 Fifth Avenue, New York.

CHICAGO OFFICE, NEW YORK LIFE BUILDING.

H. C. Brown, President.

E. L. Sylvester, Editor.

ISSUED ON THE FIFTH OF EVERY MONTH.
ONE DOLLAR A YEAR IN ADVANCE.

THE QUALITY OF INTEREST.

THE divine quality of being interesting is an attribute rarely possessed by the average advertisement. The advertising manager who would make the most of his opportunity must therefore carefully consider not so much a goodly outside as a direct and convincing narrative. There is a limit to borders and hysterical type; to the expert rabid rhetoreticians exulting in the exuberance of their own verbosity. There is even a limit to art in advertising when the picture no longer conveys an idea.

The sole purpose of an advertisement is to sell The majority of advertisements are usually given up to an argument in favor of the goods to which they refer. Now an argument is all right so far as it goes, but how rarely do we meet with an argument so compiled as to be at once interesting and convincing? The argument may take many forms. It may be a skillfully prepared brief, so to speak, setting forth the advantages of the article advertised, or it may consist of a circumstance which, if widely known, would arrest public attention. whole purpose of advertising is to convince people that they cannot get along another moment without the goods, and all copy ought to have that convincing quality as its first requisite. Some advertisements setting forth the bare merits of the case are sufficiently well done to call for more than passing notice. They possess the quality of interest without which no advertisement can be a success. As to whether a good argument is better than some odd conceit that strikes the public fancy is a question. For ourselves, we would answer in favor of the argument. People like to be assured after, as well as before, they have made a decision. Advertisements which contain some practical reasons for buying, stated interestingly, are more apt to be effective than those which modestly claim the earth on general principles.

And yet so many preconceived notions have been so enthusiastically upset that no line of conduct can be set down as governing all cases. But if we can get the advertising manager to realize that *interest* is what an advertisement needs and must have, we shall have accomplished something. While it is an indefinable term, yet we all recognize it when it makes its appearance.

For illustrations of these points we might take for example Vin Mariani advertisements. They have from the first possessed a quality of interest quite unusual, due to the noted men and women who were worked in connection with it. And yet, interesting as they undoubtedly were, they were wholly cast into the shadow by the telegram from Lavidi ordering Vin Mariani for the prostrated Empress of Russia. That advertisement will probably do more for Vin Mariani in half the space than anything else they could think of in three times the amount. The same thing might be said of the Astorian's letters about Queen Vic. buying one of their harps.

Beecher's famous letter to Pears' Soap is another of the same characterization. "If cleanliness is next to Godliness," wrote the great preacher, "then soap must be considered as a means of grace." And so on. It was a characteristic effusion, and possessed the great quality of interest.

An excellent type of the self-laudatory argument are the advertisements of Williams' Shaving Soap. In this particular school they might be fairly classed as models. They are evidently carefully thought out. They betray every earmark of patient, laborious effort. The language used is realistic, and every sentence offers a practical reason for buying their soap. And the pictures emphasize the text. But we have always considered their Ingalls advertisement their best. The Ingalls advertisement quoted a remark of the Kansas Senator in favor of Williams' Soap, and was adorned with his picture. It contained the quality of interest, and we presume would be correspondingly successful. The Kodak's great phrase, "You press the button," etc., was an extremely fortunate epigram. It was doubly interesting because of its mellifluousness, and told the story in ten words. Mellin's Food usually contains good reading, the Day Nursery letter and the letter about the German Empress's little big family both having the divine quality of interest.

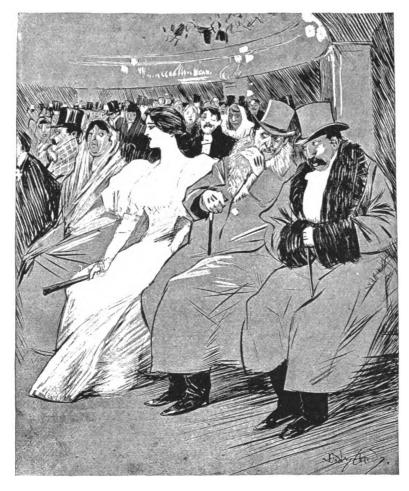
In the short space at our command we cannot do more than cite sufficient examples to illustrate our point. We think, however, we have made plain what constitutes interest and what does not. If our readers have any views on this subject we shall be glad to print any communication in our next number.

DOES it pay to advertise in a Saturday evening paper for Monday morning trade? This is 'a question that sometimes_suggests itself to the timid or inexperienced advertiser. Obviously it does, in the judgment of a large and prosperous majority of the advertising fraternity. What the men, women and children of the family read with closer attention on Saturday night than at any other time in the week, and prayerfully revolve in their minds during the intervals of their Sunday worship, is pretty sure to be fresh in their memories on Monday. Either through the fault of the advertiser in not properly placing himself before the public or in having nothing to sell that will bear advertising, there must be something radically wrong with an ad. that won't keep over Sunday without spoiling.

1895.

HERE seems every indication that the year now at hand will mark the beginning of the long-deferred business revival. this should meet the eye of the editor, as well as the business manager, will he kindly oblige us by omitting the words "Hard Times" from his vocabulary, for the coming year at least? There is no use denying that the average editor is unduly fond of calamity. He has a morbid idea regarding the value of sensationalism as a circulation raiser. Let him adopt a cheerful, hopeful tone all through his paper, and it will have a beneficent effect on the business situation. He has now the facts on his side. It is not worth while to refer to the Hard Times in any tense - past or present. The recollection is still vivid enough without any reminder from him. We ourselves have been criticised for our failure to boom things during the past year, but we feel that false booming is worse than useless. In view of the year's record, we think our course was correct. But we really have tangible evidence that 1805 will be a good year, and we congratulate our readers on the improved prospect.





AT DRURY LANE THEATRE

JONES—However she can stand the terrible draughts—and without a wrap—I can't understand! Brown—They say she takes Géraudel's Pastilles—and never catches cold.

OUR ENGLISH LETTER.

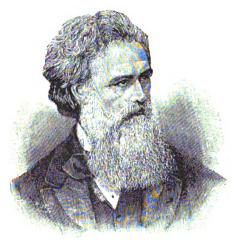
BY T. B. RUSSELL.

THE Sunday paper in England is essentially a different affair from what is called by the same name in the United States of America. Since the unlamented decease of the London edition of the New York Herald there has been no paper published in England with seven daily issues a week, and there had never been one before. The institution of the Sunday

Herald had some comical effects, and it is said that Mr. Joseph Hatton, who was one of its rather numerous editors-in-chief, came in for considerable undeserved scolding. One prominent divine startled his audience with the remark that blatant atheism had broken out in the land—a paper had openly declared that it would publish on seven days a week! Presently,

however, the Herald's feature of reporting sermons (which, except on particular occasions, are severely ignored by our daily press) was perceived, and then—"Thank God for the New York Herald" was the gist of the comment from the same pulpit. Of course, as a matter of fact, it is the Monday papers that make Sunday work really. If you want to make people rest on Sundays it is the Monday papers that you must suppress.

WE have, however, a Sunday-published press that is quite important. The general rule is that



DR. CHAPMAN

these papers, when published in London or any great center, run three or four editions, all dated Sunday. The first goes to machine some time on Friday night, however, and is sent abroad and to the remoter districts where the paper circulates. Then there is a Saturday edition (still dated Sunday) that is printed off early Saturday morning, and is on sale all day Saturday at home, and on Saturday night and Sunday morning in country towns. This edition is issued at home for the benefit of people who want a Sunday paper to read on Sunday, but don't care about buying one on that day, for religious reasons-or, rather, reasons of religion. Then there may be a Saturday night edition for towns not near home, but easily reached; and a Sunday morning edition that reaches you by breakfast time Sunday morning if you live in the home district. These papers are, like practically all English journals,

circulated by retail newspaper sellers. There is not any subscription list sale that amounts to anything.

THESE Sunday papers are the papers that reach the people-using "the people" to mean the working masses: and they are a great power, politically and "advertisingly." Lleyd's News has just one million circulation. Reynolds' Weekly Newspaper (to which Sir Charles Dilke publicly declared that his political education was due) is also very high up, though not so high as Lloyd's. Reynolds' is the only consistent and openly republican paper in England, and says some severe things of the royal family. Mr. W. M. Thompson, the editor, is also a barrister, having a considerable practice, and is a copious contributor to the press all round-a clean-shaven, double-eye-glassed man of 38 to 40. The People is, on the other hand, a penny, conservative paper. No Sunday paper can get much of a circulation above a penny, because it is the working-class chiefly that read these journals, though the Referee, confined to sport and the drama, has a mixed circulation. There is an old-time and very excellent London Sunday paper at sixpence, or twelve cents, however, called the Observer.

The county weekly papers—half newspaper, half miscellany—are a tremendous power again. Very often they issue from the same office as a daily, but they are in no sense a seventh day edition of the latter. They have commonly an editor and staff of their own. The remarkable fact about them is their enormous bulk. I think the Bradford Observer Budget is the largest paper at the price (a penny again) in England—perhaps in the world. It is a perfect ocean of type, and full of good stuff. This is only another way of saying that it is able to command a large amount in advertising orders; for no paper on such lines could live, otherwise.

PRIZE competitions are a greater feature in England than with you, as we do not have the subscription system, we do not have the premium plan: but prizes of varying amounts, sometimes in cash, sometimes otherwise, are offered by quite half the entire number of papers published in this country every week, for some little feat of

writing or draughtsmanship—some puzzle, verse, picture, joke or guess. Sometimes these are used as a "plum" or help to advertisers in the paper, as in the following offer, one of several in the same paper, which is reprinted as an illustration of what our Prize Competitions are:

PRIZE COMPETITIONS.

MARGINAL SKETCH COMPETITION.

Two prizes, the first \pounds_2 2s. worth of goods advertised in *Home Notes*; the second, \pounds_1 1s. worth of goods advertised, are offered for the two best sets of Ten Marginal Sketches, suitable for insertion in *Home Notes*. The sketches must be drawn in pen and ink on cardboard, and should be larger than when reproduced.

Each competition should bear full name and address of sender, be addressed to Isobell, Home Notes, Henrietta Street, London, W. C., to reach this Office, at latest, by first post on January 15th.

The successful sketches will become the property of *Home Notes*, and the Editress reserves the right to purchase any unsuccessful ones at 10s, the set.

Home Notes is a handsome little sixty-four-page lady's paper (adorned on the front page with the recondite observation that "the hand that rocks the cradle rules the world"), not quite as large as ART IN ADVERTISING. It is one of C. Arthur Pearson's bright ideas, and has a circulation, all built up in about two years, of somewhere about 250,000. The price is the inevitable penny.

GÉRAUDEL'S Pastilles, which it is one's fate to hear constantly miscalled Gerawdle, with a hard "g," was the last infliction-are a pretty well advertised French article. The accompanying is an example, and it is reproduced for two reasons. In the first place it is an example of Mr. Dudley Hardy's draughtmanship (and Mr. Hardy is just now, with the possible exception of Phil May, the most popular of English journalistic draughtsmen); in the second place it is an example of the Géraudel advertising, and in the third place it is an almost insane libel, which the writer, on first seeing it, predicted would result in law proceedings, and which, in fact, has resulted in three actions for libel, for the author, printer and publisher are each individually liable to proceedings for libel in England, and may each be separately sued. In the present case, no doubt, a settlement will be arrived at by an apology, publicly tendered and published, but it will cost dear for a wanton piece of folly.

It is reported that the London Times will break its price on the New Year, and be at last published at a penny, instead of three pence. This has been often predicted before; but there is a certain amount of color lent to the rumor by the fact that Mr. John Walter, the chief proprietor, who was known to be a conservative influence in the concern, has lately died.

ANOTHER venerable figure has lately been lost to English journalism—Dr. John Chapman, for many years editor of the Westminster Review. He was a bit of an eccentric, and used to keep a book store somewhere in the Strand district—the "Jeff's Shop" of George Eliot's letters. It was there that George Eliot, who was sub-editor of the Westminster Review at the time, first met George Henry Lewes. Dr. Chapman also had a sort of literary boarding-house, where Emerson stayed at least once, and where he was introduced to Carlyle, possibly by Chapman himself, though the two sages, of course, "knew" each other before. Herbert Spencer was another member of the group.

"You press the button — etc." did not finish the advertising of the Kodak concern, here any more than elsewhere. There are all the time in the most expensive English papers—the papers that go to the moneyed classes-some pretty bright announcements, in which EASTMAN and KODAK are the prominent words; and it is no small testimony to the advertising genius controlled by the Eastman organization that nine people out of ten, when they think of an instantaneous hand camera, call it a Kodak. Mr. George Dickman, the genial American who manages the English Eastman Company, showed the writer, too, a tremendous "lay-out" of neat little booklets, handbills and folders of all kinds, chiefly on the "one-thing-one-ad." principle. These things relate to printing-out papers, developers, and so forth, as well as to cameras. Mr. Dickman says that "doing the rest" is quite an important branch of the business, and that people very high up in the social scale (all the

way up to Royalty in fact) "press the button" with success. Indeed, he says that some in the highest rank of all take pictures that are as good kind of photographs as are taken by anyone that does not make a profession of it. The examples of amateur work seen at the Kodak depot make you think that this is pretty high praise too. The Kodak's London home is in Oxford street, the great thoroughfare that, under the various names - "Cheapside," "Newgate street," "Holborn Viaduct," "Holborn," "High Holborn," "New Oxford street," "Oxford street" and "Bayswater road"-cuts London clear in half, extending from the further end of Hyde Park in the West to the Bank of England and Royal Exchange in the business quarter, called by Londoners distinctively "the city." There is no shop window in that great series of streets that holds people longer in front of it than the Kodak shop either. It is always full of specimen photographs and enlargements, sometimes very beautiful, and of goods tastefully displayed. The window at 115 Oxford street, as recently photographed, is, indeed, interesting enough to be worth reproducing as an illustration to these remarks. Here it is.

Hudson's Soap Extract—a laundry soap in powder—has an advertisement in the well-known "Victor Bicycle" border, which represents a man having his shirt stud fastened by a lady. In order to show the snowy shirt-bosom (of which, by the way, the English always speak as a shirt front), this favored male is represented without coat or waistcoat. A prominent London religious paper declined to insert the advertisement on the ground that the lady had no wedding ring on!

A new illustrated paper that has made quite a stir in London is *Modern Art*, illustrated by wood engravings of chiefly German origin, and very sumptuous in general get-up. Many pages are printed in colors. There is quite a tendency in England just now to print colored pictures by letter-press from a series of process blocks, one for each color. Mr. *Tit-Bits* Newnes initiated this with a weekly colored paper called *The Million*. The managing editor of *Modern Art* is Mr. W. A. Lawton, who has been for a long time known in London as a designer of advertising cuts. He used to publish a little paper called

Electrotypes, in which were shown blocks that he kept for sale to country advertisers. He founded also a monthly paper called Puff, which was the first exclusively English paper to be published in the purely technical interests of advertising. It afterward developed into Fame, which in London is entirely a different paper from a publication issued under the same name somewhere in America.

PERHAPS the most interesting, as well as the most artistic, railroad advertisements come from the offices of the Pennsylvania people. very readable pamphlets are issued describing the various points of interest along the road, and of course any line which embraces Washington is fruitful in this particular. Just now the winter tide of travel will hie southward over the lines of the Pennsylvania to Florida. Superb accommodations are also offered to points in California, to New Orleans and other Southern cities. Some very pertinent facts and some interesting information are always contained in these books, which are well worth sending for. Requests should be addressed to the Advertising Department of the Pennsylvania Railroad, Philadelphia. All the books are profusely illustrated, if we may be allowed to use such a well-worn chestnut, and the dainty covers are always interesting.

CORRESPONDENCE.

Dublin, November 30, 1894. ART IN ADVERTISING, U. S. A.:

I have directed Messrs. Rowell (*Printer's Ink*) to pay you my renewal subscription.

Please address 57 High street (in future), Dublin.

I don't know if you give renewal premiums, as other papers do. I suppose not, as you do not mention it. I like your paper immensely, it is so well got up and attractive, the matter being as bright as one could wish.

D. L. STIRLING.

GENTLEMEN: Please send me ART IN ADVERTISING for one year, commencing with December number. One dollar herewith.

CHAS. C. KINNEY,

1106 N. Fortieth street, Philadelphia.

We may be slow over here, but we know a good thing when we see one.



THE USE OF POETRY IN ADVERTISING.

Reg'lar bandicap from the start.
They are born and we have no redress. They are not "made" simply because they refuse to write sonnets on soap and quatrains in praise of somebody's tooth powder.

The poet who is born has, of course, many advantages which he could scarcely enjoy under different circumstances, but at the same time he should see to getting "made" as soon as he possibly can; if not in his own legitimate field, in the flowery land of soap, patent bread knives and ready-made mince meat.

Within the past few years "poetry" has become a very substantial factor in the advertising world, and we find the poetical ad. not only in the newspapers and magazines, but on bill-boards and in the street cars. As a rule poetry should not be used for advertising purposes except as an adjunct to other matter. An advertisement which depends for its force entirely upon rhymed argument is not likely to be a good one, for the simple reason that it lacks seriousness, and without seriousness we cannot hope to convince.

This rule, however, is applicable more particularly to smaller advertisers whose goods are not yet widely known and who cannot afford to talk anything but business. Larger advertisers,

whose names and advertised goods are familiar to everyone, can indulge in sonnets and rondeaux if they please. There are certain commodities—Ivory Soap, for instance—which we always associate with the poetical announcement, although the latter may form but a small part of the company's advertising. The Ivory Soap verses in the magazines are quite a familiar institution.

Sapolio is advertised, to some extent, poetically, and so, too, are Gold Dust, Cottolene and Sozodont.

The De Long Hook and Eye was advertised very largely in verse, and we can recall several other advertisers who have treated, or mistreated, us to street-car and "L" road rhyme.

The following "pome" adorns a blotter which reaches us from Chicago, and is very good in its way:

WITH APOLOGIES TO TIT-WILLOW:

One day an old fellow walked into a store,

Saying—Plymouth, some Plymouth, some Plymouth!

He' never been into that corner before,

Saying Plymouth, some Plymouth, some Plymouth.

He ran his eye over the coals in the case,

Then a look of disgust spread all over his face; And he turned on his heel and walked out of the

Saying Plymouth, some Plymouth, some Plymouth.

He stuck up his nose in an insolent way, Saying Plymouth, some Plymouth, some Plymouth!

But he saw in a window just over the way
The Plymouth, the Plymouth, the Plymouth.
Then he smole a sweet smile as he ambled across,
And the fellow whose back was all covered with
moss

Was as mad as a hen on account of his loss
By the Plymouth, the Plymouth, the Plymouth.

The moral's as plain as the nose on your face,
For the Plymouth, the Plymouth, the Plymouth

Will outsell any coal that you have in your place,
Will the Plymouth, the Plymouth, the Plymouth.

You'll often see people come into your store,

Look over your case and walk out of the door—
Get the Plymouth, or else they won't come any
more—

The Plymouth, the Plymouth, the Plymouth.

But poetry should be used with discretion. The mediums most particularly adapted for this kind of advertising are the brochure and circular; here we have room for both business and poetry.

The booklet grows in favor constantly, and for some lines of advertising—household commodities especially—is an invaluable medium.

I have seen some fine specimens of this kind of work lately, and was impressed with the fact that much of the writing and illustrating is done with a view to pleasing the children. A booklet or circular which pleases the children cannot escape for long the interest of the older members of the family.

Not long since I heard a little girl imploring her mother to read "the cat story" to her, and was much amused when she produced from among her treasures a battered old advertising circular, issued some time ago by Wells, Richardson & Co., of Burlington, in behalf of their Diamond Dyes. The pictures and verses were both funny, and the mother told me that, on the strength of that circular, which had been handed her by the druggist, she had bought and experimented with the dyes, though such an idea had never before entered her head. The story of the cat was a constant source of interest to the children, and was as carefully treasured as their Brownie books. It seems as if an advertisement like that should bring business. Here is the "pome":

A CAPABLE CAT.

As Mrs. Longtail Teaser, not very long ago,
Sat reading on the railing of a sunny portico
She chanced upon a paragraph that filled her
with dismay

And caused her heart to palpitate in quite a dreadful way;

Beneath the head of "Fashion Notes," as plain as plain could be,

It said that only black was worn by cats of high degree.

That white, or gray, or yellow cats were commonplace indeed,

And in the best society could never hope to lead.

While any combination cat in tortoise-shell or spots,

Would doubtless be a vagabond and live in vacant lots:

No wonder then her heart was filled so full of grief and woe,

Though black herself, her six small kits were white as driven snow,

And while considered beauties in their ordinary way

She knew they'd never prosper in unfashionable array.

Next day, while mewsing sadly on her children's doleful fate,

She came across a painted sign upon the garden gate.

"Wool Black," and "Silk Black," and "Cotton Black" it said,

And "Diamond Dye Fast Black"—it nearly turned her head.

"Of anything like this," she said, "I surely never dreamt,

I'll have my kittens black as coals, or dye in the attempt.".

So when she found to her delight 'twas no expense to buy it,

She sent and purchased "Diamond Dye" on purr-puss for to try it.

And ere another day had passed those kittens once so white

Appeared before the public gaze with fur as black as night.

Their mother, filled with pride and joy, could scarce repress her smiles,

Said she, hereafter, children dear, we'll follow up the styles.

Let cats be pink, or green, or red, or even navy blue.

With "Diamond Dye" at our command we'll be that color too.

The years passed on and every kit to handsome cathood grew,

And each declares to "Diamond Dye" his happy life is due.

ANOTHER large house which seems to find the poetical circular satisfactory in advertising household specialties is that of Gilpin, Langdon & Co., Baltimore. "The Kueer Konvention," of which a few lines are given, is a "pome" used in advertising an insect powder, and is profusely il-

lustrated in silhouette. These circulars are usually in folder shape, and much solid business argument is found on the inside pages:

A KUEER KONVENTION.

REPORTED FOR THE DAILY FLY-PAPER.

Not long ago-I don't know when, but in the spring at least-

The bugs a great convention held out somewhere in the East,

Exactly where I couldn't say, and furthermore, don't care,

But if you'll all consult your maps, no doubt, you'll find it there.

At any rate each town and State its delegation sent

Of those who in their insect world were deemed most eloquent.

Distinguished roaches here were seen who'd taken their degrees,

While one hotel was quite filled up with educated fleas;

And many clever flies were there and cultivated ants,

And other bugs who make their homes upon our garden plants.

Some busy moths went in and out, all looking rather glum,

While scores of big mosquitoes came and made themselves "to hum";

In short you'd find most every kind of bug and insect there,

All gathered 'round a platform in the middle of the square.

A wise and pompous cockroach, in a black and glossy coat,

Was chosen to be chairman by an overwhelming vote,

And thus did he address them, in a loud, resounding voice,

(Which proved they'd shown intelligence in making him their choice).

etc., etc., etc.

I saw a mince-meat booklet the other day which had a cover, cut round, that looked exactly like a little crusty mince pie. It was full of pictures and "poetry" for the children, and will doubtless be a seller. The same house has used several other clever circulars and booklets containing verses and pictures for children.

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CLARK'S O. N. T. is an article which has been widely advertised by means of verse, and some of it very bright too. The Merrill & Soule Mince Meat Company had a booklet of rhymes some time ago which was quite clever. In preparing an advertisement of this kind care should be taken to secure good rhyme and to have it embody an idea, however slight. The trouble with a good deal of advertising poetry is that it is pointless and silly.

To Mr. Frank Presbrey, of *The Forum*, belongs the credit of creating a new departure in magazine advertising, and one which is destined to become of the first importance. In the January number of this splendid publication appears a thirty-two-page article entitled "The Land of the Sky and Beyond," which is strikingly illustrated in half-tones. It is scarcely within our power to give an adequate representation of the effect produced by so many charming bits of outdoor and indoor life in the region described, but a glance at the first page, which we reproduce, gives an idea.

Mr. Presbrey has written an exceedingly interesting narrative, and has selected his illustrations with rare skill. The inset is in behalf of the Southern Railway and the various health and winter resorts of the region traversed by them.

On a recent visit to Boston I found the newspaper men in the best of spirits. On the way over I bought a copy of the Boston Sunday Herald, and the conductor promptly charged me excess baggage. It wasn't so much the fact that the Sunday issue of the Boston Herald was so big that it attracted my attention. I have become accustomed to that. It was more on account of the fact that it was the Sunday after Christmas, that the size and the overwhelming number of full-page advertisements made so great an impression. Mr. Whiting and Col. Wood were both in great form, so to speak, and blushed painfully when I complimented them on the popularity of the Herald. Boston is the place for modesty.

"ADS. THAT WILL PAY" is not the title of the new serial issued by the Youth's Companion, but is only another instance of Boston modesty. It is the title suggested and justified by the contents. It is certainly a striking tribute to the

taste, skill and resources of the advertising department of the Companion.

We always rejoice to note these increasing evidences of the influence of ART IN ADVERTIS-ING, and we gladly welcome all the aid we get in the cause from other publishers. The book is printed on heavy coated paper in black and tinted background. It is handsomely bound. lettered in gilt and packed in a little box all by itself. There is a cut of the building on the outside which does not even remotely suggest the feverish haste with which the luckless visitor is hustled through the "home of the Companion," should he ever chance within it. The book itself is well worth having and contains many excellent models, both in typographical arrangement and illustration. It ought to be a life pre-O. F. server to the expert.

The advertising pages of the Church Press Association's magazines are refreshing to a degree. They show the following quarter pages: Royal, Cleveland, Ivory, Baker's Chocolate, Electro Silicon, Ferris Hams, Bensdorpe's Cocoa, Crawford Shoe, Atmore, New York Biscuit Co., Harper's. Century, Atlantic Monthly, Littel's Living Age, North American Review, Independent, Columbia Bicycle.

The secretary of this company is a hustler after business, and is fast bringing his advertising standard up to that of the big fellows.



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THINGS WELL DONE.

NE of the best booklets of the year comes from Mr. C. L. Dering, of Chicago. It is entitled "Coal Rex" and sets forth the virtues of the Plymouth coal. The cover, in three colors, is very cleverly done and shows us a portrait of Old King Cole himself in the act of calling for "his fiddlers three," or, presumably in this case, for a load of Mr. Dering's coal. Our cut scarcely does the subject justice.

The half-tone illustrations, depicting scenes in and about the mines, are printed in a brownish-red color, and form an interesting feature of the book. The letter-press is bright and persuasive, the typographical work good and the paper of fine quality, making altogether a very attractive souvenir.

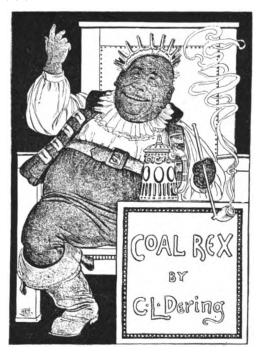
We might mention, also, that Mr. C. L. Dering uses a most effective letterhead for his correspondence, one of his type-written letters being a model of good taste in business correspondence.

WE have also received a small book, prepared for Nash, Whiton & Co.'s Worcester Salt. The matter, in verse and prose, is quite bright and fresh, and the illustrations cleverly drawn. The printing is in two colors, and the entire make-up of the book reflects much credit upon its authors, designers, illustrators and printers—Messrs. Rogers & Blakely, of Chicago.

THE SHAW STOCKING COMPANY, of Lowell, has issued an elaborate calendar, illustrated in half tone, each picture representing a famous Rhenish castle. This is a very well-prepared booklet and bears every evidence of being built for business.

BOOKLETS and other advertising matter sent to us for criticism should be received not later than the fifteenth of the month; otherwise it may be too late for notice in the forthcoming issue of the magazine.

THE Wisconsin Agriculturist always does something handsome in the way of holiday souvenirs. This year it is a very dainty little novelty in color. A cut-out card shows two fluffy little red birds perched on the snowy limb of an old tree, the trunk of which contains



a tiny thermometer. A jolly little gnome with a pair of bellows is blowing up a flame beneath the mercury ball. This is a very pretty design and well worth keeping.

THE calendar issued by the Garland Stove and Range Company is a four-paneled folder, in color—very pretty and practical.

"A FLORAL MESSENGER" is the title of a handsomely illustrated booklet sent out by the Curtis Publishing Company, of Philadelphia. Its purpose is to call attention to the series of floral articles to be published in the forthcoming number of the Ladies' Home Journal.

"Know Your Messenger" is the title of another brochure from Lord & Thomas. Like all such work from this house, it is tasteful and to the point.

We have received from the Syracuse Cycle Company, Syracuse, N. Y., a very handsome 15inch brass-bound rule, which they are sending out for advertising purposes, and which, we think, will prove quite "fetching."

JOHN BRECHTING, architect and superintendent, Grand Rapids, has issued a very neat brochure in behalf of his business. The matter is inter-



OFFICES OF AMERICAN TOBACCO CO.
CAPITAL, \$35,000,000. A TRIBUTE TO LITHOGRAPHY.

esting even to one who doesn't contemplate building, and that is saying a good deal for an advertisement. The book is illustrated by interior and exterior views of some of Mr. Brechting's fine architectural work. THE LINK-BELT MACHINERY COMPANY, Chicago, issue a delicately-colored calendar with a very fetching design, showing Father Time engaged in winding a link-belt about the earth. The quotations, one for each day in the year, seem to be selected with unusual care and from the best known writers. From the Armstrong & Co. Press.

THE Ram's Horn has a pretty colored cover for the Christmas number, designed by Frank Beard.

THE Interior gives us a very beautiful holiday number with a cover design in color, from the brush of Charles Howard Johnson. This is a very delightful piece of work and one of the handsomest covers we have seen. The paper contains much excellent matter and some good illustrations.

THE Duluth Evening Herald comes out with a Christmas number of forty pages and an amount of advertising that is simply paralyzing. Four pages of the paper are printed in red, which gives the needed suggestion of festivity to the whole.

ANOTHER bright booklet, of four pages, comes from the New England Newspaper Union, and is addressed, of course, to advertisers. The matter is brief and humorous in tone, and not likely to be laid aside without being read through.

THE Christmas edition of the Minneapolis Tribune is, so to speak, a hummer. There are fifty-two pages of it, including, in addition to lots of good reading matter, a very fetching cover in color and some fine advertising. The most imposing announcement, perhaps, is the double page of S. E. Olson, printed on coated paper and illustrated by fifteen well executed half-tones. Washburn-Crosby, Ransom & Horton, and the Century Piano Company are among the other advertisers who make a notable display. The Tribune staff may well congratulate itself, individually and collectively, on its Christmas achievement.

THE December issue of Vantine's Monthly contains some interesting matter and a number of good illustrations, relating largely, of course, to Oriental subjects.



"STARTING THE NEW YEAR RIGHT IN BOSTON"

BOSTON NOTES.

THE most interesting and widely circulated paper on earth is edited in Boston, Mass., printed in Augusta, Me., and read in every town and village and in almost every farmhouse in America. Comfort can justly lay claim to this distinction. Its illustrations are as original and artistic as its reading matter is novel and entertaining, and its phenomenal advertising patronage speaks for itself.

OUR modest (?) friend, Bond, of Boston (16 Central street), is making an unusually strong effort to add to his present large clientage some of the larger advertising firms out of the regular New England territory, where he has been working for many years with heart and soul in the interests of publicity; and to enable him to successfully compete with the thousand-and-one firms supplying advertising materials he is carefully discriminating in his manufacturers, retaining only those well up in their class of work and with facilities equal to his heavy demands.

It is his constant effort to originate and create novel forms and applications of well-known processes; and his pertinent suggestions to advertisers seeking unique effects are adopted by many of the better known firms in the advertising field as practical and appealing directly to the attention of the public.

His recent arrangement with the New York firm of rising young lithographers, The Wood & Parker Lithographing Company, of Fifth avenue, whereby he is to cover the New England territory, is an indication that he is alive to the necessity of having large resources to draw from, in the way of versatility and unconventional methods and variety of designs, and is an earnest that he is in the position to command the attention of large firms manufacturing advertising products, and also interest, in a business way, any firm looking for the best at fair prices, with the benefit of his personality and experience thrown in.

His original saws, "I've got'em" and "You want'em," have been adopted by such firms as Carter, Dinsmore & Co. and the manufacturers of the "Baker" blankets as their watch-words; and, in connection with Mr. Bond, apply to his extensive lines, which comprise everything an advertising firm can use. His "See him," an

expression which he has copyrighted, is suggestive.

On our recent visit to Boston it was our pleasure to visit the establishment of the New England Newspaper Union, a firm publishing nearly two hundred country newspapers, having a tremendous circulation as weeklies among the purchasing element of the New England States.

Inspecting their plant, which is enormous, and having a pleasant chat with the manager, Mr. C. A. Loring, we came away with the impression that the field covered by the papers this firm prints is an extremely valuable one for advertising firms who wish to be sure their money is spent to the best advantage.

THE good people of Boston have been much stirred up lately over what they call the desecration of one of their venerable and historic buildings. The old Tremont House has been covered with huge posters of a theatrical character; and even the editors of the daily papers hold up their hands in holy horror. and declare that a line should be drawn somewhere in advertising, and that line they think is the Tremont House. But the deed has been done, and the thousands that pass up and down Tremont street are attracted by the show-bills. Donnelly, the Boston billposter, is the offender, and has used over two hundred twenty-nine by forty-two shects in doing so. He has also done effective and attractive work on Washington and Bridge streets and other prominent places in Boston. The Tremont House will be pulled down at once and a magnificent building erected in its stead. It is reported that S. S. Pierce, the wholesale grocer, will occupy the lower part of the new building, and the upper part let for offices.

MR. BRAGDON, of Farm Poultry, begins the year with the publishing of his paper semi-monthly instead of monthly as heretofore, and yet we found him puzzled as to how to satisfactorily place the large amount of advertising matter sent in.

WE had only a brief interview with Mr. Toumey, of *Donohue's Magazine*, but it was long



enough to impress us with the satisfaction he feels at the growing sales of his magazine and the bright outlook 1895 is forecasting for it.

MR. F. T. BURDETTE, the advertising agent for *The Household*, is to be congratulated on his successful debut as an inventor. His "Klova" is a parlor game of great interest both to young and old. It has lately been put upon the market, and, judging from its sales by the great Boston and New York dry goods and toy stores during the late holidays, its success seems assured. Mr. Burdette will soon be a very rich man.

A CASE IN POINT.

Evansville (Ind.) Courier.

HE annual report of the Postmaster-General, which the Courier commented upon at the time, urges that a certain class of publications be shut out of the mail except at regular rates of postage. The class of publications he would thus proscribe is represented by a publication called Printer's Ink, issued by George P. Rowell & Co., advertising agents of New We have not always believed that Printer's Ink is a mere instrument used by its publishers solely for the purpose of advertising their business as advertising agents. But their "year book," just issued, and which has very properly been shut out of the privilege of second class matter, convinces us that Printer's Ink is precisely that kind of a publication. We judge entirely from its report of newspapers in this city. It professes to give the list of papers with more than one thousand circulation, and in naming the Evansville publications it includes in its list the Standard and Germania, both of which have been dead for months. The only other Evansville paper quoted in this list is the Tribune, which, of course, is correctly quoted as having more than one thousand subscribers. But the Courier, the Journal, the News and the Demokrat are not quoted at all, and the inference is that the publishers intended to convey the impression that these papers have less than one thousand circulation.

The offense which seems to have been deliberately given is the more flagrant for the reason that this "year book" pretends to be a complete and accurate directory of the news-

papers of the United States. Three of the four Evansville papers thus maliciously exempted from the list, have done business with George P. Rowell & Co. for many years, and if the experience of the other two is the same as that of The Courier they have found this firm to be the most exacting and illiberal with which they have ever dealt. Its policy seems to be to make its profits out of the newspapers instead of out of its clients, and to freeze out papers which do not spend the small margin allowed them on contracts with the firm in advertising in its "hand-books" and "directories," which are absolutely worthless as a guide to advertisers if the present "year book," so far as it pretends to give a directory of the Evansville papers, is a sample of them all.

It is such publications as Printer's Ink which should be the first to be denied the privilege accorded to legitimate newspapers by the postal laws of the United States. What difference is there between a publication for purposes of blackmail only and Printer's Ink, which is so shameless in its malicious reprisals upon newspapers that decline to advertise in its private snaps as to omit from its directory the three oldest papers in the city of Evansville, while it inserts two papers, that ceased publication months ago, as among the desirable mediums for successful advertising?

This is not the first time that *Printer's Ink* has shown its inability to deal honestly or fairly with Evansville newspapers, and it probably will not be the last unless the Postmaster General succeeds in suppressing it by having it included among that large class of publications that have been taxing the people of the United States to the extent of millions annually because of a strained construction of the law governing second-class mail matter.

THE Winnipeg Daily Tribune has an elaborate Christmas edition, containing, among other attractions, some good color printing and a number of half-tone illustrations. One page, printed in color, contains innumerable business cards, and has a border of Christmas bells. The Winnipeg Conservatory of Music occupies a well-illustrated page, and there are good announcements in color by F. A. Fairchild & Co. (farm implements, vehicles, etc.), Edward L. Drewry (Brewery), The Scott Furniture Company, and Rublee Riddell & Co. (sodas).

CHICAGO LETTER.

THE mention made in my last month's letter of the Coto-Suet advertisements brought me some more samples of the same line of advertising. They are all well displayed, and have good, catchy headlines. Somehow, to my mind, they lack a certain convincing quality; but then much cannot be said in four inches, double column. I notice the business is being placed by J. L. Stack & Co.

"THE gay Alfred Peats has gone off to the East," and J. Walter Thompson will now try to sell his wall paper for him. Alfred got huffy with Lord & Thomas, or else thought he would like a change "on principle"; so one moonlight night he gripped his pack, or packed his grip, and hied him to J. Walter Thompson's New York office, where, without much ado, he signed the fatal contract that is to send a percentage of his dollars to the East.

I am told that, before going to New York, Mr. Peats went to see Chas. Fuller & Sons, but Mr. Fuller, with characteristic magnanimity, told him that he didn't believe in cutting prices, and that, as he (P.) was satisfied where he was, he (P.) had better keep on in the way he was going—which was to New York, only Mr. F. Didn't know it. All the same, it was very nice of Mr. Fuller to refuse to cut prices, and if more people were of his way of acting it would be pleasanter all around. The trouble was, Mr. P. was determined to do something, if he had to go to New York to do it.

J. WALTER will be rich some time, if he only keeps at it. The Chicago office has just landed



ONE OF CARSON, PIRIE, SCOTT & CO.'S ADS.



ANOTHER OF THEIR ADS.

another big fish (not mentioned in Boyce's "A Strike"). It is in the shape of a contract with the Pabst Brewing Company, of Milwaukee, for about \$75,000 worth of advertising on "Best Tonic." So we may expect to hear about it before long. The Pabst Company are about the most wide-awake of our friends, the German Brewers, and their "Best Tonic" has a large sale. It is really a very pure beer, on the line of the liquid malt extracts of the Johann Hoff order. "Best Tonic" has been advertised up to now principally by booklets, of which as many as forty millions have been distributed in a few years.

I HAVE received some very neat holiday circulars from Carson, Pirie, Scott & Co., Retail. One, about gloves, is especially well written and illustrated. Perhaps just a leetle too "smart"; a shade too many dashes and ems to suit my "particularness."

Some bright circulars from Lord & Thomas have also come to hand. Lord & Thomas get out decidedly good circulars for themselves, and, what's more, they send them out right. They allow a man no rest. That is the way to do circular advertising. It is as necessary to keep sending them out as it is necessary to keep sending copy to the papers. The trouble is, even if the business man knows this, he can't find time to send out circulars regularly, and so his circular advertising, which is as important as most other advertising, languishes for want of somebody to see that it is done.

REFERRING to Mr. Boyce's latest effort, "A Strike," it is certainly a very fine piece of work, but I don't think it will do him as much good in a hard business sense as the series of circulars he sent out about a year ago. Mr. Boyce, by the way, is another man who knows how to send out circulars, and how to keep sending them out.

WILL somebody tell me if this advertisement of Sapolio is good? All advertisements are sup-

"Porbid a Fool a Thing and He Will Do It."

Don't Use

SAPOLIO

posed to "appeal" to somebody. Does this advertisement "appeal" to anybody but "fools," and do fools know that they are fools; if not, why "appeal" to them so strongly?

I WANT to say that this Western department of ART IN ADVERTISING is to be conducted in the interests of the West. If I can bring the interests of Western advertisers and Western advertising men to the fore in any reasonable way, which is at the same time interesting to the general readers of this paper, I intend to do so. ART IN ADVERTISING has a regular office in Chicago, pays rent in Chicago and is entitled to a standing among business men in Chicago.

THERE is an immense field in the West for the liberal advertiser who will use plenty of space and good matter, but the largest advertisers to-day live in the East, and it's a hard task to screw up the courage of the Western advertiser to take enough space, or pay for good enough matter, to make his advertising pay big returns.

WASHINGTON MEDICAL INSTITUTE,

Any items of general interest relating, if possible, specially to the West, will be "thankfully received" at the Chicago office of ART IN ADVERTISING, New York Life Building.

E. A. WHEATLEY.

A QUESTION ANSWERED.

To the Editor of the Sun:

Sir: Will you kindly tell me who the Herbert Booth King who dined Senator Lexow on Tuesday night is? Although I have been for twenty years a close follower of public men, I never heard of him before, nor is this the first time that this has happened. Frequently the Sun refers to men of little or no renown as though they were well known. Possibly they may be so in their own circle, but the great majority of us are laymen and need to be introduced to the several gentlemen who are lately posing in the public eye.

I am not habitually a kicker, nor is the Sun often remiss in this particular, but in this case I must ask, Vos ist los mit de Sun and who is Herbert Booth King? Yours for accuracy,

L. A. Brainerd.

Brooklyn, December 12.

Mr. Herbert Booth King is a most modest and worthy gentleman who conducts an advertising agency on Broadway. Modest as he is, and of disposition shy and retiring, there is one yet more bashful than he. In giving this dinner Mr. King simply interposed his own personality that another might do good by stealth and not have to blush when the fame ensued. Mr. King was the self-sacrificing agent in the regular way of affairs, and we have no doubt he will always be found at his place of business ready to conduct a banquet for a suitable consideration and the regular commission.

DODD'S ADVERTISING AGENCY, 263 Washington street, Boston, handle the Plymouth Rock pants advertising.

GEORGE BATTEN, advertising agent, 38 Park Row, New York City, has sued M. H. Parks, of the Columbus (Neb.) Telegram for \$25,000 damages for libel. The Telegram called Mr. Batten a swindler. Mr. Batten always pays his bills promptly, and he has a good case against the Telegram if he can collect anything.

CUYAHOGA FALLS, O., November 30, 1894.

Dear Sir:

The list of magazine sales in your November issue is just the kind of information advertisers want. No comments —no explanations are necessary—the actual, plain facts as given are all the advertisers ask. It is information publishers should give, but will not. We thank you for it.

Very truly yours, THE HOLLOWAY Co.





HERE was a quiet little scrap in Baltimore last week between the cherubims and seraphims who constitute what the local sheet referred to as "Street car advertising magnates." Nothing tickles this motley crew so much as to call them magnates. Six months hence they will be styling themselves Napoleons of finance, and after that the deluge. They were all right so long as there was no competition to speak of. Each one could pick up a little country cross line every now and then, sign a lease and go ahead. But the moment it became a question of brains, skill and diplomacy, the whole gang seem to be at the mercy of the only one who seems to have any head at all. He kicks them around just as he would a foot-His very name creates consternation among them, and they frighten their children by crying, "Look out! Here comes Beerbug!"

To the disinterested spectator the whole thing is vastly amusing, but to the street car men it is very much the story of the boys and the frog pond over again. It may be fun for us, but it's death for them. All their careful combinations, all their masterly manœuvres, all their so-called powerful influences seem to be no stronger than a summer zephyr when it meets opposition. They seem dazed and demoralized, and ready, at a moment's notice, to flee from the wrath to come. A more unwieldy set of scrappers never disgraced an arena. Think of putting Ferree up to win the fight at Baltimore! Why don't some one tell them to hire brains if they haven't got them? It would be far cheaper in the end.

It would at least put a stop to this shameful blundering, if nothing else.

Mr. George Widener, of Philadelphia, was supposed to have been behind Ferree, but the old man got it on the collar just the same. If Mr. Widener wants to make money in the street car advertising business he ought to pick out the right kind of men to go in with. Philadelphia cars will soon be on the carpet, and if Mr. Widener will clean up the signs, make a decent show of the cards, and give the advertiser something for his money, there need be no Ferree in it at all. There is more complaint about the service in Philadelphia than in any other city in the field. The cars themselves, for the most part, are wretchedly kept, and the racks correspond with the general air of decay. Some of them have straw on the floor as of old, and, with the exception of the new lines, they remind one of the days before the war.

Some contracts have recently been accepted in Brooklyn for less than ½ a cent per day though the published schedule is 1½ cents. Advertisers ought to get quotations on the same plan as Carter, Sapolio and others. These men give an order to run when they have vacant spaces, and pay from ½ to ¾ of a cent per day for the space used. It seems, for a standard article, this is as good as paying three times the cost for regular runs. The cars should be checked every day by the advertiser so as to prevent any errors or omissions. For a special offer, perhaps, this isn't feasible. At all events this difference is too great.

IF I WERE A GROCER.

BY JOEL BENTON.

THE appeal to appetite is always sure of a certain response, for the stomach is a very urgent member. Other goods may lie long on forgotten and dusty shelves, but the grocer's wares do not need to linger or fade, or fall into undisposable remnants. The well-kept grocer's store is pleasing and artistic to look at. It shows well from its interior and from its windows.

In the large stores, like those of Park & Tilford, and Acker, Merrall & Condit, the variety of goods to be seen is fairly bewildering. I doubt if half the customers who go into them—those of the retail sort, I mean—have any real conception of the novel and special things which can be bought in them. They go in for certain staple goods, give their order and go out.

Of course people do not forget tea, coffee, sugar, starch, cigars, wines, etc., but there are, besides, many very rare things that they would buy if they only knew of them. I know very well that these large grocers have catalogues which give a general list of the things they have in stock; and which are given out on call, or which are perhaps sometimes put in a package of things that have been ordered. I believe it is not possible to add prices to any extent in these, because they fluctuate so much; but the catalogue serves as a reminder.

Now, if I were a grocer, I would make out occasionally in my newspaper advertising, a big list of the rarities I have in stock, which people either do not know much about, or which—as they are luxuries—are not constantly in their mind.

There are many canned things, for instance, such as pheasant with truffles, and terrapin, and fruits and fancy things from the ends of the earth, that a really old stager, and epicure even, forgets, while in the store, or while writing his order, which he would think of and add to the order if some reminiscent card or announcement were before him.

But this rarely is before him. Unless I am at fault in memory, the advertisements of grocers, large and small, are quite apt to be brief in length and almost without detail. Such detail as there is merely specifies coffees, teas, spices,

etc., which everybody knows that a grocer must have, and is never out of. Now, why not say little, or nothing of these, but something like this: "Jones & Smith, wholesale grocers, offer, in addition to their hundreds of well-known staples, the following articles: (Here should follow the rare list, with exact or approximate prices arranged, from announcement to announcement.)"

This I give not for form or style, but to suggest an idea. Few people know how necessary suggestion is, in keeping certain things going. Not many years ago, in a quite intelligent country community, I could not find the reasonably common, but half luxurious article macaroni. None of the five or six merchants kept it, and the public either knew it not, or let it drop from their minds from want of suggestion. When I insisted upon having it, it got into one store, when the other stores caught the idea and soon the whole community had it.

I do not say that staple groceries should never be advertised. They should be when there is some important change in prices. But they ought not to monopolize the advertising space.

There is one delicious grocer's article that I have not seen of late, but which ought to be better known. Perhaps it has suffered the eclipse of unannouncement and forgetfulness. I mean Sea Moss Farina. I have not been able to find it for some years, though it is well worth finding. Whether purchased for the sick or well it was too good to lose. Some grocer will know if it exists; and, I wish he would tell me, and then his patrons will know. If it has gone out of use, some firm ought to reintroduce it.

There is one mistake that I think the vegetable grocer and the fish dealer make, which it seems to me ought to be avoided. They put out in front of their stores, in exposure to all sorts of weather, their very best samples. We all know why—but isn't there a better way? These picked goods are soon spoiled by the sun, air and dust; and, must either be wholly lost, or sold to the dissatisfaction of those who buy them, even if they are bought at reduced rates.

I saw in one window once a different method. There were no real vegetables, but in their place were handsome and enticing models. For real eggs there was a high pyramid of porcelain ones, and so on. Is not this a sufficiently good if not a better way?



THE M. A. JOHNSTONE Co., stationers, printers, etc., of Pittsburg, sends a copy of the Trade Mark and a number of cards and folders. Mr. Johnstone has been frequently noticed in our columns as a wide-awake advertiser, and these last specimens are up to the usual standard.

HOUGHTON, MIFFLIN & Co. issue a dainty brochure giving "A Historical Sketch" of the Atlantic Monthly and a "forecast for 1895." Whatever this company does is done well, and

JEWELRY AND SILVERWARE ITH the advent of the

> sate Christmas remembrance seems a difficult task

What is more beautiful and useful than some novelty in gold or silver, or some pretty article for the table, desk, or toilet?

Christmas Holidays the question

I give?" enters every

one's mind, and the selection of an appro-

What shall

We make a specialty of novelties, and our stock contains an endless variety of goods suitable for Holiday Gifts.

Our Holiday Shopping List (sent on application) contains a list of such articles, with prices, and will be of great assistance to purchasers.

In Diamonds and Precious Stones we show many original and exclusive designs. We will send goods on approval when desired.

C. D. PEACOCK.

N.W COR. STATE AND WASHINGTON STREETS. CHICAGO.

the booklet in question is no exception to the rule.

THE holiday season has brought out a number of new and noteworthy advertising designs, both in the magazines and other periodicals.

C. D. Peacock, the Chicago jeweler, has a handsome page, which we reproduce. Daniel Green & Co. page is excellent, and so also is the half-tone design used by the Autoharp people in Scribner's Magazine. Their other pages are improved this month by the use of a larger cut of the instrument. Cleveland's Baking Powder announcement, showing a most attractive-looking housewife with her hands in the bread-pan, is a pleasing addition to the back pages. Reed & Barton's half page is dainty and effective. Vin Mariani treats us to a new design showing an energetic cupid pursuing his way through space, astride of a winged, but otherwise very prosaic-looking, black bottle-a bottle of Vin Mariani, of course. The Premier Egg Cup Company shows evidences of prosperity in its use of larger space and an excellently prepared cut.

THE "Electropoise" challenges attention by spreading its announcement across the upper half of two pages. Not a bad idea.

MR. A. B. FROST'S contribution to the advertising pages of the December Scribner is inimitable, and would have been sufficient excuse on the part of that magazine for raising its rates.

An odd-looking quarter page is used by Foster Bros. Manufacturing Company, of Utica, in advertising their spring bed. The cuts are very funny.



UNCLASSIFIED ARTICLES



"The musical possibilities of which are unlimited," as the World's Fair Committee said. It is, therefore, an ideal Christmas present.

For Sale by all Music Poston.

For Sale by all Music Dealers. Send for pamphlet entitled "The Autoharp and how it captured the family"

Alfred Dolge & Son, Selling Agents, New York.

CURTICE BROS., Rochester, have a new page design with a well-drawn picture. Quaker Oats has a new full page with conventionalized oat border. Very good.

WILSON BROS., jewelers, of Boston, have a full page which shows up well in spite of its black background. The Overman Wheel page is a handsome design, and there is a good half-tone page by N. W. Ayer & Son.

THE WILCOX & WHITE Co.'s page, in behalf of the "Symphony," would be improved by a little more accent in the border. The page is all rather too light. The Mason & Hamlin page has a good, substantial business-like air about it, but isn't all that description of the buildings a little superfluous?

THE Æolian has a charming heading for its new page. The Allen B. Wrisley design has a

particularly good border, but the half-tone illustration might be made to print more clearly. It is especially aggravating to have the picture of what you know must be a very pretty girl printed so indistinctly that nothing much is left of her except a large hat, one foot and the top of her head.

THEODORE A. KOHN & SON, jewelers, New York, have a neat page announcement in half-tone. Spaulding & Co., Chicago and Paris, have a good business-like page telling us to buy diamonds. This is a good suggestion, as most of us are likely to forget that we need diamonds and to neglect purchasing them when the opportunity offers.

THE HOLMES & EDWARDS SILVER COMPANY, Bridgeport, has a half-page holiday announcement with rather a funny spoon design.

I. H. JOHNSTONE & Co.'s jewelry announcement seems to me the best of its kind. Most of

DRY GOODS



the jewelers use the half-tone illustration, which doesn't give so good an effect.

THE CORONET CORSET COMPANY, of Michigan, has a quarter page showing a pretty border, but such abominable lettering and overcrowding of the reading matter as to be quite uninteresting.

THE STAR AND CRESCENT MILLS COMPANY have a good quarter page in the interest of their bath robes.

THERE are new designs in the Christmas editions of the weeklies, but nothing of very special attractiveness.

Scott's Emulsion graces the respective back covers of *Puck, Judge* and *Truth*, with its announcements in color. Of the three designs *Truth* has the best. The Liebig Company's page in *Judge* is far ahead of that in *Puck*. Pears' Soap pages are good, especially the one in *Judge*. M. S. Karl has an excellent shoe advertisement in *Truth*.

ANOTHER shoe advertisement in the same paper is that of S. Cohn & Brother. Mr. Cohn has managed to secure an excellent illustration and evidently knows what to say about his goods, but why he handicaps an otherwise good advertisement by the following verses would be hard to say:

I also have a pretty foot,
Which has become a mass of corns;
But now I'll tell you where I get the boot
That now so well my foot adorns:
Sure I will, for now I'm cute,
I always go to Cohn's to boot.

THERE is not much else in the advertising pages that is new, but all of our old friends are on hand as usual.

THERE was a man in our town, who thought him wondrous wise. He swore by all the fabled gods he'd never advertise. His goods were advertised one day, and thereby hangs a tale—the ad. was set in nonpareil and headed "Sheriff's Sale."

E. E. TREFFEY.



529,602. Advertising Device, by Alfred von Cotzhausen, of Milwaukee, Wis. Filed August 3, 1894.

The apertures for sign display are provided with doors that are held open by the display card, but close when the same is withdrawn. 530,497. Street Sign, by Halsey H. Baker. of

Plainfield, N. J. Filed January 22, 1894.

A bent arm carries a sign beneath an incandescent lamp and reflector, such arm being so pivoted and provided with a clamp that it may be placed in any desired position around the lamp. 530,354. Process of manufacturing signs, by

Robert A. Schlegel, of St. Louis, Mo. Filed June 27, 1894.

The rough side of crystal plate glass is covered with a precipitation of silver, and the letter is delineated upon the back of this precipitate. This portion is subjected to the sand blast till a rough surface is produced, which is then painted, and the precipitate removed.

529,439. Display Rack, by Fred. F. Bent, of Lake Geneva, Wis. Filed July 29, 1893.

The device is a knock-down rack, the construction being well shown in the engraving.
530,226. Advertising Sign, by Robert Henderson, of New York, N. Y. Filed August 9, 1894.

The idea of the invention is to so support boards against wind pressure that in either direction the posts will be more firmly entered into the ground.

An item of interest from the Swainsboro (Ga.) News, reads as follows:

Japan's war exdenses have run up to the alarming ggure of one hundred and fifty thousand dollvrs. This will cause another large size crack in O ientil China

Full many a flower is born to blush unseen.

And waste its sweetness on the desert air,
When just a bit of advertising keen,
Would make its virtues famous everywhere.

"HOTES"

Advertising Sign Works

74 & 76 Madison Street, Chicago 3 Park Place, New York

Manufacturer of

Unique, Attractive Bulletin Board, Canvas and Banner Advertising Signs Pictorial Signs, Fac-simile of Trade Marks, Net Work Banners and Painted Illustrated Advertising for outdoor displays.

In originality "Hote" is the Leader "Hote's" Artists are the best in the land

"Hote" paints no dead things
and Everything alive—everything hand-made
As fine as engravings

"HOTES"

Flash Colored, Oval, Half Oval, Long and Square Store Bulletin Signs made in all sizes, can be easily packed and transported to be placed on side walls and along all Lines of Railways and Highways of Interior Cities and Towns.

MAKE A NOTE

"Hote" carefully packs and ships signs to any point in the United States or Canada, and places them in prominent positions by his personal Route Service.

"Hote's" prices are way down for way-up quality.

When in want of quick-made signs, when in a hurry, come to me.

"HOTES" Advertising Sign Works

3 Park Place New York C. S. HOUGHTALING Contractor.

74 & 76 Madison Street Chicago, Ill.



National Advertising Service of Sign and Poster Displays

of a National Reputation

In 95

"Hote's" sign displays are aggressive advertising, permanent, prominent reminders that get your name up and keep it up, and "Hote's" aggressiveness is synonymous with "Hote's" honesty. "Hote" paints honest signs with honest materials, and even when painted a thousand miles from you can be depended on as being there. "There are others" that paint signs, but "Hote's" signs you are sure of and sure they are there.

In 95 "Hote" Paints the Earth Paints up Mexico

"Hote" paints signs throughout Old Mexico, New Mexico, Mexico City, and all districts of Mexico, in all languages and all styles. "Hote" and his corps of 200 expert artists speak Spanish correctly.

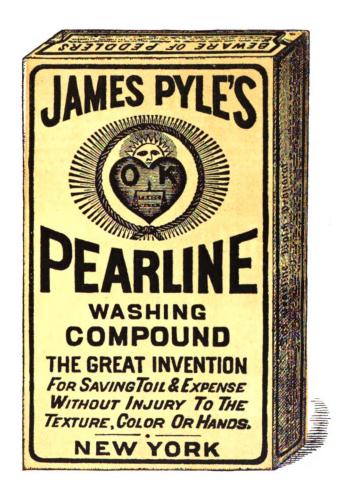
In 95 "Hote" Signs up Florida A Good Field A Wide Field

sign bulletins up the St. Johns and Indian Rivers and throughout the orange groves and piny wood districts of Florida will be visited by not less than 100,000 people. "Hote" offers exceptional inducements for generous displays of signs at very favorable prices, during the winter months, as little can be done in the North during the cold season.

"HOTES" National Advertising Service

C. S. HOUGHTALING, Contractor

CHICAGO AND NEW YORK



"Business methods"? Certainly no one can criticize yours—above it. "Results"? We can trace nothing; are compelled to use our wits in selecting mediums, and check the wisdom of such selections by the general results. The general results have been very flattering, and for some considerable time, as you are aware, our wits have prompted us to use Kellogg's Lists.

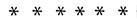
JAMES PYLE & SONS.

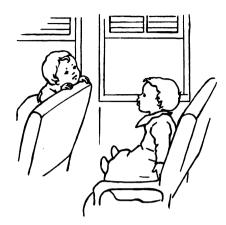
New York, May 4, 1892.



To Suit
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Clime

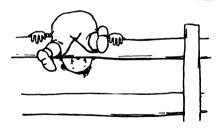
We wish to call your attention to our fine stock of gentlemen's underwear; a line of goods which includes all desirable weights, materials and colors, and which we are prepared to offer at unusually low prices. The following are a few of our figures:





"Cetting Acquainted."

When you have once become acquainted with our fine, perfectly-fitting shoes you will want nothing better. Our stock is so immense and embraces such a wide variety of shapes and styles that we do not hesitate to guarantee a perfect fit and entire satisfaction to every customer. If you are "hard to fit" come and let us show you how well we can meet your needs.

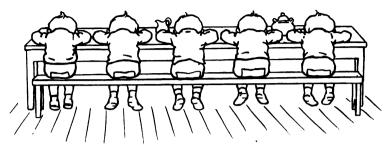


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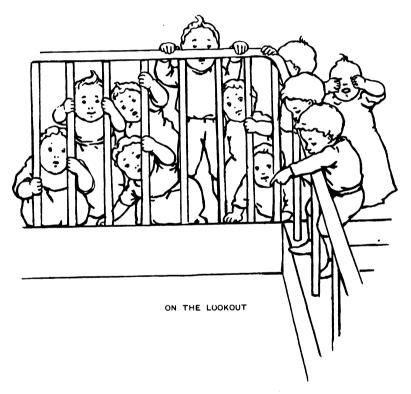
Our stock and examine our goods and prices. They will strike you so favorably that you will not feel tempted to look further for so-called "bargains."

Every article in our store is a bargain, inasmuch as it is thoroughly well-made and as reasonable in price as any reasonable purchaser could expect

expect.
The following are some of our figures for this week:



FILLING SPACE





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NAME OF NEWSDEALER AND LOCATION OF STAND & TT	Century	Harper	Scribner	Cosmopolitan	Ladies' Home Journal	Munsey's	McClure's	Leslie's Pop. Monthly	Review of Reviews.	Forum	Arena	North Amer. Review



DOES "The Mayflower" pay US?

Digitized by Google

ALL Our Heavy Coal Bills

Are payable at

Scranton, Pennsylvania

Is it any wonder that Scranton has money to burn instead of coal?

Scranton knows nothing of hard times. Why should she?

Old King Coal is a merry old soul For the rest of the earth to him pays toll

Advertisers who think Scranton a small poverty-stricken Pennsylvania town will change their tune when they look over their coal bills this winter

The Winter is the time to advertise in Scranton, and

The Scranton Tribune

Is the medium. A Republican morning paper of 13,300 daily circulation

I am the special representative

FRANK S. GRAY
12 Tribune Building, N. Y. City





It Pays Us

In results from thirty-six hundred papers, Comfort stands very high indeed, the cost per application being surprisingly low.—Lyon & Healy, Musical Instruments, Chicago, Ill.

1 in. 1 t.=1000

Our one-inch advertisement in the August issue of Comfort has to date brought us over 1000 letters, EVERY ONE OF WHICH CONTAINED CASH. They are still coming in. This proves the assertion, "If you put it in Comfort it pays."

Yours truly, THE WINSTON MFG. CO.

Winston, N. C., October 8, 1894.

1 in. 1 t.=700

Our fourteen line card in your August issue has already brought us over 700 replies, and nearly one hundred dollars in cash. As letters and orders are still being received daily, it goes without saying that we have found "If you put it in Comfort it pays."

KOMCHACIN CALORIC CO. Frederic Eaton, Mgr.

Boston, Mass., Oct. 80, 1894.

We have found Comfort one of the most profitable publications we have used, and only wish there were more mediums equally good.—BRYANT & STRATTON, Correspondence College, Buffalo, N. Y.

It will Pay You

Space of agents or direct. Home Office: Augusta, Maine; Boston: John Hancock Building; New York: Tribune Building.



CIRCULATION That is CIRCULATION

AFTER JAN. 1, 1895,

Farm-Poultry

will appear semi-monthly, the 1st and 15th of each month, instead of monthly as heretofore. It will be better than ever. G. P. Rowell & Co. place FARM-POULTRY among the leading papers of Massachusetts in their Directory and Year Book. It stands head and shoulders above all papers of its class in its editorial department, in its circulation, and in its influence among its

readers. It goes into the suburbs of cities and large towns and among live farmers, a well-to-do class who have money to spend and who are a buying people.

Actual Circulation of FARM-POULTRY from Nov. 1, 1893, to Nov. 1, 1894, Twelve Months, as follows:

MONTHS.	Mail Circulation.	News Co. Circulation.	Total Circulation.
1893. November December 1894.	28,853 27,851	3 598 3,743	32,451 31,594
JANUARY - FEBRUARY - MARCH - APRIL - JUNE - JULY - AUGUST - SEPTEMBER OCTOBER	7,86,194,36 2,94,36 2,94,36 2,94,36 2,94,36 2,94,36 2,94,36 2,94,36 3,	4.692637 4.692637 4.692637 555555555566664 4.88283 4.88283	5504406644090 550499445904 55049945904 5506156 5999990000000000000000000000000000000
TOTALS	300,318	56,341	356,659

CIRCULATION FOR YEAR.	AVERAGE PER MONTH.
By Mail 300,318	Maii 25,027
By News Co 56,341	News Co 4.695
Total for 12 months - 4 356,659	Total 29.722

IS NOT THE ABOVE A GREAT SHOWING FOR DULL TIMES?

TAKE NOTICE. We have not sent out any Special or Sample Copy Editions in any month during the year. It is all "Fresh Eggs." The BEST is none too good at any time.

Every subscriber is cut off as soon as his subscription ends. No dead circulation. Thus you pay for nothing but rich and fertile soil in which your ads will grow and yield you an abundant harvest of orders.

WE KNOW that last pointer is one to be considered in judging of the value of any paper. We would pay more for thirty thousand circulation, such as we know that of FARM-POULTRY to be, than we would for a paper claiming seventy-five thousand, a part of which is "On Tick," not paid for; many of the persons on the list dead; others don't want the paper; some take it out of the office because it comes; others kick it about the house, wrapper not even taken oif, finally reaches the rag-bag unread. The advertiser pays, in nine cases out of ten, for all of that unpaid circulation. Such methods, we believe, render the value of even the paid circulation of such a paper very questionable.

That is all we have got to say, except look FARM-POULTRY up, place it on your list, give it a share of your advertising. We will send our Rate Card and Sample Copy of the paper on request.

I. S. JOHNSON & CO., Publishers of FARM-POULTRY.

22 Custom House St., BOSTON, MASS.



ENOCH MORGAN'S SONS CO.

Soap Manufacturers

430 West Street

New York

DECEMBER 3, 1894.

THE PUBLISHER OF THE SUNDAY SCHOOL TIMES, Philadelphia, Pa.

Dear Sir: I cannot refrain from letting you "behind the scenes," if such a theatrical term is not distasteful to you, with regard to the full page advertisement lately inserted on the outside page

of your journal.

The results in one direction have been really painful—almost every agent and representative and publisher of a religious journal in this country has applied for that full page advertisement! But more than this, it has made such an impression upon them that one after another they have filed into our office declaring that they have seen our full-page advertisement in numbers of religious papers. I have carefully analyzed the mental processes involved, and aside from the confidence which I have in these gentlemen personally I now know by scientific investigation that the effect produced upon their minds is an honest though a mistaken one, and I am inclined to think that, with apologies to the New York Sun, The Sunday School Times might adopt as a motto these words, "If you see it in The Sunday School Times you'll think you've seen it everywhere."

Yours truly,

ARTEMAS WARD.

Will anybody undertake to say that the families in which religious papers are taken are not the buying families? We put this question to you who have really useful things to sell.

> Put Them On Your List

These papers have the confidence of their buying families. Sunday School Times
Philadelphia
Lutheran Observer
Presbyterian Journal
Reformed Church Messenger
Episcopal Recorder
Lutheran
Christian Instructor
Christian Recorder



Over 225,000 Copies Religious Press Association Philadelphia

The Sunday School Times

No other religious weekly has a better class of adult readers.

No other religious weekly has as large a list of paid-in-advance subscribers.

No other religious weekly gives so strong a guaranty that its advertisers are trust-worthy.

No other religious weekly is so particular as to the character of its advertisements.

Put It On Your List

Write to us to substantiate these statements and for fuller particulars. AVERAGE of last 26 issues

104,195

Copies Weekly.

RATE: 80 cents per line For One or More Times



Religious Press Association Philadelphia



MITHAL RESERVE Fund Life HOME OFFICE: Corner Broadway and Duane St., New York

Corner Broadway and Duane St., New York

E. B. HARPER. President

"FOUNDED UPON A ROCK"

" And when the flood arose, the stream beat vehemently upon that house and could not shake it; for it was founded upon a rock.

THE KEY-STONE-COMMON SENSE

The Mortuary Premiums of the MUTUAL RESERVE are based on the death rate indicated by the Experience Tables of Mortality, and adjusted so that each policyholder must contribute his equitable proportion of the amount actually required for Death Claims and expenses; the object being to furnish life insurance at the lowest possible cost consistent with absolute security.

PER CENT. DIVIDEND SAVED IN PREMIUMS

The total cost for the past 13 years for \$10,000 insurance in the Mutual Reserve amounts to less than Old System Companies charge for \$4,500 at ordinary life rates—the saving in premiums being equal to a cash dividend of nearly 60 per cent.

PER CENT. DIVIDEND SAVED IN PREMIUMS

the bush.

"A bird in hand is worth two in

SAVED IN PREMIUMS

The flutual Reserve, by reducing the rates to harmonize with the amount required for Death Claims, and by judicious economy in expenses of man-agement, has already saved its policyholders over thirty-five million dollars in premiums.

MILLION **DOLLARS** SAVED IN PREMIUMS

"A bird in hand is worth two in the bush."

MUTUAL RESERVE BUILDING

1881 THE ELOQUENCE OF RESULTS 1894 No. of POLICIES IN FORCE, over Interest income, annually, exceeds Bi-Ronthly income exceeds RESERVE Emergency Fund exceeds Death Claims paid, over 50.000 20.000 30,500,000 New Business in 1893, over New Business, January to December, 1894 INSURANCE IN FORCE exceeds 280,000,000

EXCELLENT POSITIONS OPEN

in its Agency Department in every Town, City and State, to experienced and successful business men, who will find the Mutual Reserve the very best Association they can work for.

Further information supplied by any of the Managers, General or Special Agents in the United States, Canada, Great Britain or Europe.

"No other Weekly Paper gives so large a variety of Entertaining and Instructive Reading at so low a price."



A PAPER FOR ALL THE FAMILY

Noted Contributors for 1895

Articles have been written expressly for the next Volume by a host of eminent men and women, among whom the following may be mentioned:

The Right Hon. William E. Gladstone

Two Daughters of The Princess Christian of Schleswig-Holstein Queen Victoria The Princess Louise (Marchioness of Lorne)

Robert Louis Stevenson

J. M. Barrie

W. Clark Russell

Camille Flammarion

Hon. George Curzon, M. P.

J. T. Trowbridge Frank R. Stockton Rudyard Kipling

William Dean Howells

Frank R. Stockton Eugene Field
Archibald Forbes Harold Frederick

Mark Twain
C. A. Stephens

Dr. Cyrus Edson

Dr. W. A. Hammond Sir Edwin Arnold

Lady Jeune Charles Dickens

and more than one hundred others

The Youth's Companion BOSTON, MASS.

Subscription Price \$1.75 a Year, postpaid

The Union Gospel News

CLEVELAND, OHIO

Will be found one of the best Advertising Mediums for 1805

Over 150,000

Guaranteed Weekly

Circulation



Undenominational

Reaches the

Homes Direct

Rates sent on application

ADVERTISE The Hearthstone

AND DRAW
PROFITABLE TRADE

Circulation, 600,000 every month.

Subscription price, 25c. per year.

Advertising rates moderate.

The Hearthstone Pays Advertisers.....

Address, 285 Broadway, NEW YORK





WE LAUGH WHY

"There are others" of course, but only one JUDGE

Before you place your advertising for the year 1895 read the following:

CITY AND COUNTY OF NEW YORK,

STATE OF NEW YORK.

Personally appeared before me Rich'd R. Ridge, who, being duly sworn, says that he is the president of the Fless & Ridge Printing Company. That his Company has printed, during the week ending November Twenty-fourth, one hundred and fifty thousand (150,000) copies of the publication known as JUDGE, owned and published by the Judge Publishing Company.

FLESS & RIDGE PRINTING COMPANY, Rich'd R. Ridge, Prest.

Sworn and substruct to 3.28th day of November, 1894.

BERTHA I., CLARKE,
No. 163.

Notary Public N. Y. County.

99 has long since reached a place in advance of the band wagon in the procession of cartoon journals; its enviable position having been attained on merit. Advertisers use it and plant their goods wherever intelligence exists, its high class permanent patrons advertisingly being its best recommendation to those who have never used its columns.

Sample Copies and Advertising Rates on Application

WILLET F. COOK Advertising Manager JUDGE PUBLISHING CO.

116 Fifth Avenue, New York



POPULAR MEDIUMS.

MASSACHUSETTS .- New Bedford.

THE EVENING STANDARD, greatest newspaper in Southern Massachusetts Circulation over 8,000.

THE MORNING MERCURY, only morning paper south of Boston. Circulation over 3,000.

THE EVENING JOURNAL, New Bedford's most popular daily. Largest city circulation.

Lvnn.

NGALLS' MAGAZINE for ladies. J. F. Ingalls, Pub., Lynn, Mass.

LYNN ITEM. 12,000 daily. One-ninth cent per line per thousand.

Boston.

AMERICAN CITIZEN, Boston. Leading A. P. A. paper. 22,000 each issue, all Americans.

REFLECTOR, acknowledged the best home magazine, published 48 Oliver St., Boston.

WONDERFUL! Send ten cents to Frank Harrison, Boston, Mass., and see what you will get.

ILLINOIS.—Chicago.

THE DISPATCH, Chicago's brightest and best afternoon newspaper. Circulation exceeds 50,000.

ALABAMA.—Montgomery.

THE MONTGOMERY ADVERTISER, Daily, Sunday and Weekly. Largest circulation of any paper in Alabama.

MARYLAND.—Frederick.

THE NEWS, Daily 1,700, Weekly 3,000. Largest, most enterprising, third richest county in America.

COLORADO.—Denver.

THE DENVER REPUBLICAN. Rowell says: "Largest circulation in Colorado."

CALIFORNIA.—San Francisco.

SAN FRANCISCO EXAMINER, the leading paper of the Pacific coast. Daily 71,270.

SAN FRANCISCO MORNING CALL is unequaled in circulation, character and influence.

SAN FRANCISCO BULLETIN, the leading evening paper of California.

TEXAS.—Houston.

HOUSTON POST. Largest Texas circulation (sworn) S. C. Beckwith, Eastern Agent, 48 Tribune Bldg., N.Y.

Galveston and Dallas.

THE NEWS (Galveston and Dallas) is a first-class advertising medium, and a newspaper.

NEW YORK .- Albany.

A LBANY, N. Y., TIMES-UNION has more subscribers than all the other dailies combined.

New York City.

THE HARDWARE DEALER. A Magazine for Dealers. \$1.00 a year. Send for Advertising Rates, 78 Reade Street, N. Y.

PENNSYLVANIA.—Philadelphia.

CHURCH PRESS ASSOCIATION syndicate of & Church MAGAZINES. 35,000 copies into the homes of church members.

TABLE TALK, circulation 23,000. Best for Household Goods.

OHIO.—Columbus.

OHIO STATE JOURNAL. Leading Paper, Daily, Sunday, Weekly.

Advertising Experts.

BOND, of Boston (16 Central Street).—SEE HIM! Signs, Show-Cards, Lithography, Embossing.

Judicious advertising always pays. Consult Parvin's Advertising Agancy, Cincinnati, Ohio.



I.

"The Pre-Digested Food Company is said to have expended about \$100,000 for advertising since last November, and the sale of Paskola is reliably reported to be second to but one proprietary remedy in the market."—Fourth Estate.

II.

Out of this \$100,000, \$1,175.00 was paid to me by The Pre-Digested Food Company for the preparation of a series of advertisements, many of which are, at the present time, being run in the principal magazines and newspapers of the country.

III.

NEW YORK, April 26, 1894.

E. A. WHEATLEY, Chicago.

Dear Sir: Your services have been perfectly satisfactory.
Yours truly,

THE PRE-DIGESTED FOOD CO.

IV.

Let me show you what I can do for you.

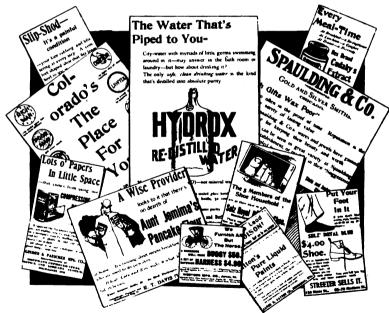
E. A. WHEATLEY

Specialist in the Preparation of Effective Advertising Matter

New York Life Building

CHICAGO





We pride ourselves upon our ability to prepare striking and effective advertisements for our clients. Let us show you what we can do for you.

Lord & Thomas

Newspaper and Magazine Advertising
45 Randolph St. CHICAGO



The Farm News

Published by

The Hosterman Publishing Co. SPRINGFIELD, OHIO

The Farm News is the new, short name for The American Farmer and Farm News, which has for a long time been recognized as the leading and best advertising medium of the monthly farm journals of the world.

> The Circulation is Guaranteed The Advertising Rate is Low The Returns are Abundant

Seed men and all others desiring trade from among the most progressive of American farmers should lose no time in ascertaining rates, etc., and making arrangements for future advertising contracts.

GEO. S. BECK, Advertising Manager

Lippincott's

Monthly Magazine

A COMPLETE NOVEL IN EVERY NUMBER

J. B. Lippincott & Co.

Philadelphia, Pa.

Digitized by Google

COMMERCIAL ADVERTISERS
who

POST BILLS:

write for descriptive lists of the prominent locations we reserve for mercantile purposes.

You will find in ours a perfected up-to-date bill posting plant, without an equal in the United States for commercial displays.

The St. Louis Bill Posting Company

R. J. Gunning, President

Office, 9 So. Broadway, St. Louis, Mo.

WHEN IN DOUBT USE SCRIBNER'S

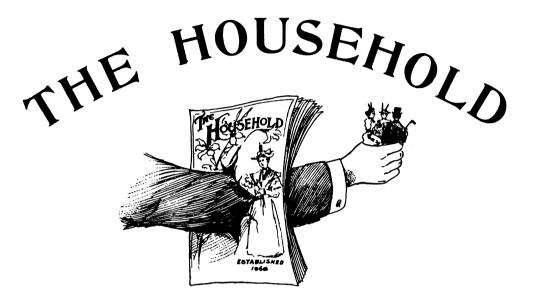


NOW is the time to send in your dollar and get

ART IN ADVERTISING

...FOR 1895...

THROUGH



You Can GET "A Hold" On The People

Devoted to Home Interests
THE OLDEST PUBLICATION OF ITS CLASS IN AMERICA

CIRCULATION

100,000

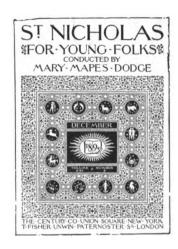
MONTHLY

Used for a quarter of a century by leading advertisers, its patrons are leaders to-day

F. T. BURDETT, Adv. Mgr.

258 Washington Street

Boston, Mass.

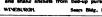


The only magazine of its class

The record for the past six months shows a very decided gain in sales, in the subscriptions and advertisements

Roosting On A Dry Goods Box

aning over hard times w s. It's the little, silent, ar Ad that will jog the po M. WINERLIDON Seem Ride R















WANTS IT.

For those who use it - RIENZI BEER

Rochester Brewing Co.













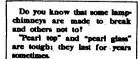








Electricity is better th street cars. Any one knows that. There's a new Chocolate out just as great a st Barker's Hasty Lunch Checolate, 30c.



680. A. MACKETH CO., Makers, Pittsburgh







Simply to show what pays Simply to reveal my specialty Simply a matter of business

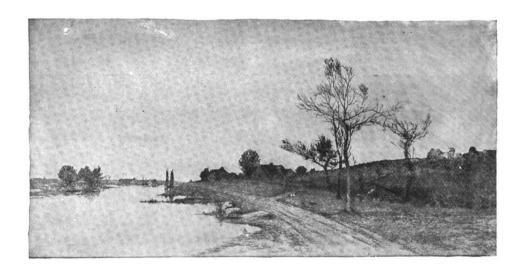
> M WINEBURGH Sired Car Advertising

PORTE TO THE

' to show what pays SIMPLY to show what pays to reveal my specialty a matter of business

M. WINEBURGH, Street Car Advertising
Times Building, NEW YORK
Fidelity Building, BALTITIORE
Sears Building, BOSTON.

Digitized by GOGLE



E invite the attention of business men everywhere to our facilities for producing effective advertising sketches in connection with our Engraving Department.

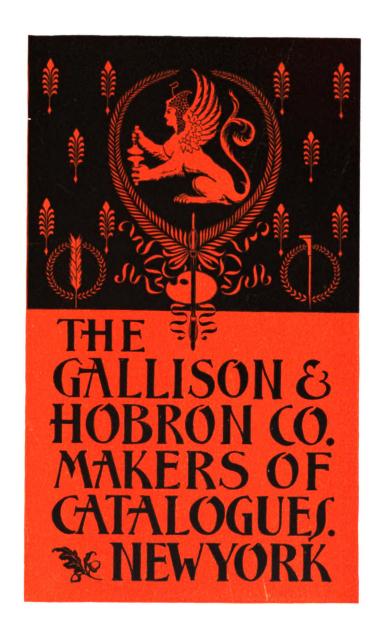
Publishers who have not yet favored us with their orders for half-tone and line work cannot do so any too soon. Everything that has been devised for the perfection of this important branch of the publishing trade is here in complete order. We photograph by electric light, and our machinery using the Edison circuit is never shut off. Orders executed promptly.

Send for our catalogue of over 500 designs. Correspondence solicited.

H. C. BROWN

80 FIFTH AVE., NEW YORK





OFFICES AT 13 ASTOR PLACE—CLINTON HALL BUILDING
Original thoughts and schemes for

BOOKLETS
BROCHURES
CALENDARS
FASHION PLATES
ETC., ETC., ETC.

DEPARTMENT OF DESIGNING
AND ILLUSTRATION
under the
supervision of

WILLIAM MARTIN JOHNSON Digitized by OOQIC



May 1, 1894, we moved to 32-34 Lafayette Place, doubling our former floor space and increasing our printing plant over 50 per cent. Between December 1, 1894. and February 1, 1895, we will increase 50 per cent. more.

If you want good printing, promptly done, at *right* prices, come and investigate.



America's Greatest Illustrated Paper



Seen

Everywhere

Read by

Everybody

Patronized

by all

Leading

Advertisers

Gives the
Best Service
at the
Most
Reasonable
Rates

include
it in your
List

For.... 1895 Business...

You cannot use a better medium

Will You Try It?

WILLIAM L. MILLER

Advertising Manager

110 Fifth Avenue, NEW YORK

Digitized by Google



"YOUR GOODS"

COMMAND THIS MARKET

Continuous attention, absolute, incessant familiarity, is the controlling factor in successful advertising

TAKE TIME TO ANALYZE THIS THOUGHT ABOUT "A PERCENTAGE," COMPARED TO FULL MEASURE OF THIS INFLUENCE.

- A Certain Percentage of the population of above city looked over the morning paper before going "down-town."
- A Certain Percentage (of those who did) chanced to notice in said paper an ad. about some other fellow's goods.
- A Certain Percentage (out of those who looked at the morning paper who chanced to notice said ad.) now dimly or uncertainly recoilect the name—but forget the details. arguments, etc.
- A Certain Percentage of this population a week or so ago chanced to notice a bill posted up on a bill-board somewhere up that street; said bill wasn't heavy enough to make a very pronounced impression, but—
- A Certain Percentage (of those who did notice it) remember what it said—and when the week following the aforesaid bill was posted over with something about the villain and the heroine of a play—that little bill was gathered to its fathers—but the great book of advertising records contains a credit with to its memory—"did the best it could considering its weakness and short life."

 1.
- A Certain Percentage of this population live on the streets where "the other fellow" distributed pamphlets, atc.
- A Certain Percentage (of those who live on said streets) chanced to notice said pampiner on their door-step.
- A Certain Percentage (of those people who live on said streets and who chanced to notice said pamphlet on their door-step) thought it hungry for a reader and "took it in."
- A Certain Percentage (out of those who live on such streets—who chanced to notice it—who chanced to read it) were susceptible to the influence of its arguments, explanations, testimonials, etc.
- A Certain Percentage (of those who live on said streets, who chanced to see said pamphlet, chanced to read it, and who, perchance, were thereby lastingly impressed) still remember the "other fellow's " goods. But

ALL THIS POPULATION KNOW

"YOUR GOODS"

and can't get away from you when you stand along in line with the Clouds and the Sun, Moon and Stars upon their notice and memory. The only perfected service is that of

THE R. J. GUNNING COMPANY

EXECUTIVE OFFICES: 289 WABASH AVE., CHICAGO

CONTRACTORS IN PERMANENTLY MAINTAINED DISPLAYS 000

Art in Advertising



Keeping Everlastingly at it there and then was the very thing that brought him success later Business men who have recently been having Valley Forge experiences might well study the example of Washington as it comes down the years. There is no discharge in the business war—to do, and do, and do—better, and better, and better, is the only way to success

For some, to do, means to advertise in the newspapers; for others to advertise in then better than ever. We are interested in both of these classes and believe they should be interested in us. If so, prompt reply will be given anything addressed to

N. W. AYER & SON, Newspaper Advertising Agents, Philadelphia



1 consider COMFORT one of the best advertising mediums 1 use.—F. B. Mills, Fairview RESU Seed Farm, Rose Hill, N. Y.

The continuing of our advertisement in Com- RESU FORT year after year is evidence enough that COMFORT pays us .- Richardson Mfg. Co., House Furnishing Specialties, Bath, N. Y.

As extensive advertisers in leading papers in R this country and Europe we have no hesitation in saying that for direct results Comport has given us far better returns than any other publication we have used.-Himrod Mfg. Co., Asthma Cure, New York.

In results from thirty-six hundred papers, COMFORT stands very high indeed, the cost per application being surprisingly low.-Lyon & Healy, Musical Instruments, Chicago, Ill.

Our one inch advertisement in the August issue of Comfort has to date brought us over one thousand letters, EVERY ONE OF WHICH CONTAINED CASH. They are still coming in. This proves the assertion, "If you put it in Comfort it pays."-The Winston Mfg. Co., Winston, N. C.

I have obtained astonishing results from my patronage of Comfort.—C. N. Newcomb, Man-wfacturer Carpet Looms, Davenport, Ia.

COMPORT "got right there" last season as usual. Any one looking over our mail must agree with your claim, " If you put it in Comfort it pays."-J. J. Bell, Seedsman, Flowers,

We have found Comfort one of the most profitable publications we have used, and only wish there were more mediums equally good.-Bryant & Stratton, Buffalo, N. Y.

COMFORT is one of the best mediums I have Specialties, New York,

We consider Comfort one of our best mediums. It paid us nicely; hence we increased our space .- Rouse, Hazard & Co., Cycles, Peoria, Ill.

Our fourteen line card in your August issue has already brought us over seven hundred replies, and nearly one hundred dollars in cash. As letters and orders are still being received daily, it goes without saying that we have found "If you put it in Comfort it pays."-Komchacin Caloric Co., Boston, Mass.

New York, Tribune Building.

Space of agents or direct. Home Office, Augusta, Maine. Boston, John Hancock Building.



Entered at the Post Office at New York as second-class matter.

VOL. IX.

FEBRUARY, 1895.

No. 12.

Published by The Art in Advertising Co. 80 Fifth Avenue, New York.
Chicago Office, New York Life Building.

CHICAGO OFFICE, NEW YORK LIFE BUILDING

H. C. Brown, President.

E. L. Sylvester, Editor.

ISSUED ON THE FIFTH OF EVERY MONTH.

ONE DOLLAR A YEAR IN ADVANCE.

BIGNESS AN ELEMENT OF STRENGTH.

E spoke somewhat at length last month on the importance of interest in an advertisement as a pulling quality. There is an undeniable strength in an advertisement that is fortunate enough to possess this necessary adjunct. Some advertisements provoke interest by their hugeness. But that is expensive. And vet in the case of patent medicines, where the competition is so strong there is unquestionably great merit in mere size. The half pages used by Scott's Emulsion, a year or two ago, were at once productive, and the more recent ones of Hire's Root Beer did much to clinch the work that had preceded. In fact there comes a time in the life of an advertised article when such a course seems absolutely necessary and the lack of nerve at the proper moment is almost fatal. It is not therefore a question of expense, but of results. Whichever pays is best.

Looking backward on the list of successfully advertised articles we find without exception that they were all more or less addicted to the use of large space. Years ago Dr. Clark Johnson's Indian Blood Syrup used space by the page

and half page. Robert Bonner took, sometimes, seven pages at one insertion. Dr. Huyler, who owned the Indian, died worth several millions. Mr. Bonner bought real estate on Fifth avenue and is counted among the really wealthy men of New York. The list is a long one, but these are sufficient for our purpose.

There will doubtless be a general tendency to economize space this year, but it ought not to be forgotten that results are what count and that expenditure is a secondary consideration.

An advertisement is known by the result it brings.

THE class of men who look upon advertising as a speculation of extra hazardous risk, grows beautifully less with each succeeding year.

VALENTINES in the shape of a year's subscription to ART IN ADVERTISING should be addressed to this office so that they will reach us on the morning of the 14th inst.

NATURE has smiled most indulgently this season upon the bill-board displays. There has been very little bad weather to play havoc with the posters, and in consequence they retain their pristine freshness and wholeness for a long time. Never have the hoardings about the city presented a more brilliant or attractive appearance.

A HINT TO SEEDSMEN.

T is generally conceded, from all we can learn, that seedsmen, as a rule, secured less tangible results from last year's advertising than almost any other class. Why this was so is hard to determine, except on the ground that flowers are, to a great extent, more or less of a luxury. But in the case of the more practical seeds, such as garden truck and nursery stock, the explanation is more difficult. These are goods on which the buyer expects to realize a profit, and no reasonable ground for the diminished demand has yet been advanced.

The conditions which govern agriculture generally must, to a certain extent, apply to the seedsmen whose stock is of a practical nature. With wheat at less than 50 cents in the ground the poverty of the farmer is easily understood. And the price of wheat is regulated by the supply and demand. This country has seen the last of "dollar wheat." It is perhaps too much to say that half dollar wheat is a fixture, and yet all the conditions point to that conclusion. It is folly for the American farmer to put all his eggs in one basket. It is equally stupid to expect that a high tariff, a low tariff or any other kind of a tariff will have any effect on wheat.

On Indian corn we have no competition, consequently corn sells, even in normal years, at a price equal to and usually in excess of wheat. On account of the drouth this year, what little corn was harvested brought a fancy price. But the price of wheat is regulated by competition. In the days of dollar wheat there was no Indian competition, no Russian competition, no Egyptian or South American. A road has recently been completed in the Euphrates Valley which taps a new Russian corn market. Then again Argentine is fast becoming a wheat center. As all

, these markets seek London first, London sets the market price for the world.

With this condition of affairs, therefore, it seems to us that the seedsmen's opportunity is at hand. With the right kind of advertising and the right kind of argument no time is so opportune as the present for preaching the gospel of diversified crops. With wheat at 50 cents in the ground and potatoes at \$3 a barrel, apples \$3.75, celery, cabbage, asparagus, peas, beans, tomatoes all at remunerative prices, the time has come to plant less wheat and more of something else. We recently heard of one nurseryman in the upper part of Michigan selling more than 500,000 trees, besides numberless seeds of all kinds.

What is true of wheat in the West is also true of cotton in the South. And the more salubrious climate of Dixie land offers even greater opportunities for the seedsmen than the West. Fruit in almost endless variety, and vegetables without limit, are indigenous to the soil, and any kind of a crop is sure to pay better than cotton. But the Southern farmer knows cotton, and nothing else but cotton.

It is plainly apparent, therefore, that our friends, the seedsmen, have some missionary work ahead of them. No one is better able than they to talk convincingly to the farmer and point out the way to better results in the old homestead. It must come from some one who possesses their confidence. He is a shy bird, your farmer, and nothing short of a gold brick for a dollar ever catches him. But when once caught he is good for all his pile.

Disclaiming, of course, any particular knowledge of the seed business, it seems to us that the suggestions we have made are worth following up. At all events the result could not porsibly be worse than last year.



LONDON LETTER.

BY T. B. RUSSELL.



HIS article is illustrated by reduced copies of two advertising pages from London weeklies—the miscellaneous page, from the Christmas number of *The Sketch*, forming the first of a series which I hope to have the pleasure

of exhibiting to the critical observation of the highly critical public constituted by the readers of ART IN ADVERTISING. A page of mixed advertisements seems, at a first impression, to offer a probability of a pretty representative show. But that is not quite the case. You would need to see all, or most of, the pages of a well patronized periodical, to get at anything really representative; and even so, you would only get a partial representation, since no one paper can have everything. But chiefly a mixed page falls short of being really illustrative, because the first-rank advertisers mostly use pages and half pages, and are thus excluded from the purview of one who looks at a miscellaneous page of small advertisements; while a single page, selected from the varied advertising of such things as Pears' Soap, Cadbury's Cocoa, Fry's Cocoa, Beecham's or Carter's Pills, Sunlight or Brooke's Soaps, or the United Kingdom, Lipton's or Mazawattee Teas, would be in no true way representative either. But there is a good deal of interest attaching to the minor and second-rank advertising of a country like England, too, and a sort of selection from it can be shown, a bit at a time, in a few chosen pages.

THERE are not many observations to be made on this miscellaneous page that will not suggest themselves unbidden to any attentive onlooker. The bordered display for Sozodont contrasts with the poetical effusions, and smiling ladies on a background sable, that are used in America, and were also employed until about ten months ago here; and it seems to capture the page. The other page, reproduced on a smaller scale, is from the Lady's Pictorial, and makes rather a telling umbrella advertisement. It was originally about a fifth larger than the Sketch page.



Harrod's are not umbrella makers exclusively. The word "stores" marks that. Stores, in England, are places where a variety of different classes of goods are sold under one proprietorship, at cut prices always. We should call Wanamaker's establishment, collectively, "stores"; but a place where one class of goods is sold we call a shop. The term stores was first applied to Coöperative Society emporia, and is always used in the plural. London tradespeople who are not prosperous usually aver that it is the stores that have ruined them by their competition.

It will perhaps be remarked as curious that both these pages are selected from weekly papers and not from monthly magazines. I understand, and judge from observation, that it is the latter which, in America, rank first in popularity as advertising media. The reverse is the case in this country. Both in circulation and in advertising

patronage the weekly papers have the pull. There are at least a dozen weekly illustrated papers that must be placed in the first rank, among the high class media. I probably wrong some excellent paper, through unwillingness to make this article a catalogue, in naming the Sketch, Pall Mall Budget, Illustrated London News, Black and White, Illustrated Sporting and Dramatic News, and Graphic, as examples. Each of these sells for six pence a copy. There are half a dozen six-penny ladies' weeklies, also of capital importance, though not of such wide circulation as the above named. The Queen and Lady's Pictorial are about the best. All the above circulate throughout the United Kingdom. Very few London papers, indeed, are confined to the metropolis, and the sale is effected, not by postal subscription, but by the intermediary of retail shopkeepers. There are signs, however, that the turn of the monthlies is coming. The Strand Magazine, belonging to the Tit Bits group (by the way, Mr. Newnes has now accepted a baronetcy, and is Sir George Newnes, M.P., henceforward), has attained so great a success as to draw capital into the monthly magazine market, thus making itself a number of rivals on its own lines, and has also obtained a considerable amount of advertising patronage. The Pall Mall Magazine, owned by Mr. W. W. Astor, at a shilling (the Strand is six pence) is likewise going rapidly ahead, and is deserving its success. Nothing else nearly as good is published on this side. Both six-penny and shilling magazines have, I will venture to predict, a future, very nearly at hand, in the way of advertising patronage, such as we have not previously seen in England. At present magazines fetch lower prices per page than weeklies. The impossibility of multiplying position pages is a difficulty, which is met by the inset system-loose bills being laid in among matter in some monthlies. But the inset is voted a nuisance, and justly so, by the public, and is falling into disfavor. There are big opportunities for advertising men smart enough to make the advertisement pages of a monthly really interesting, as those pages are in Harper's and Scribner's American editions, and I hope the opportunity will bring out the men, though there is not much sign of its doing so as yet. The advertising pages of the Tit Bits group-embracing Tit Bits, Strand Magazine, The Million (a weekly

colored paper, printed letter-press), Picture Magazine, and one or two minor things-were until this month farmed by the late Mr. T. B. Browne and his succeeding company. Sir George Newnes, however, has now taken over the work. and space will in future be sold directly. Mr. Dawson, who was in charge of this and some other things at Mr. Browne's, has transferred himself to the Newnes concern. A remarkable addition to the group is the Strand Musical Magazine, a monthly quarto of eighty "matter pages," whereof sixty are music (songs, dances, etc.), Sir Arthur Sullivan figuring as a musical contributor. This, as music is copyright here. is pretty tall for a six-penny thing, and I am not surprised that No. I. has run into a fifth edition.

* * *

HANCE BROS. & WHITE, of Philadelphia, have a hustling (that is the word, isn't it, hustling) representative in England in Mr. J. E. Garratt, who is helping Messrs. Barclay & Sons, Limited, to push forward with "Frog in Your Throat," on the plan of eschewing newspaper advertising and trusting entirely to a system of window dressing to make sales. Mr. Garratt has a stock of little Japanese paper frogs. With those a chemist (i. e., a druggist-we do not use the word druggist except in combination, "Chemist and Druggist") can have his window dressed by a skilled hand, if he will purchase a fairly large supply of the lozenges called "Frog in your throat." I understand that the quantity is somewhere about \$60 worth, but as Mr. Garratt declined to give any information whatever on any part of the subject I had to pick up the facts independently. The little frogs are made, with the aid of some accessories, to form a kind of dramatic scene, often more or less topical, and the dressing, though not always on one level of excellence, is for the most part very skillful and amusing. It seems a cheap way of selling fifteen pounds worth of lozenges at wholesale; but I do not know whether the chemists find that the giving up of the best part in a good window suffices to clear the stock and compensate for what is sacrificed to it. I would have liked to get a photograph of one such window, but couldn't manage it. Without wishing to be impertinently critical I would venture to suggest that "Frog in your throat" is about



PAGE FROM THE LADY'S PICTORIAL.

as bad a name for a cough lozenge as could well be thought of. By the way, however, a substitutor who got out a lozenge and called it "Fog in your throat" was the other day successfully sued, and was duly enjoined by the Courts.

ADVERTISING would seem to be one of the very last things that a blind man could take up; and yet there is some very successful and admirable advertising done by a blind man here. Few

things are more pleasing to contemplate than a great affliction courageously and cheerfully overcome, as it is by one of the Brinsmeads, the great pianoforte firm. The Mr. Brinsmead who conducts the advertising, interviews business callers, and transacts all such matters as fall to the hand of an advertising manager, is quite blind; and a more genial, cheery and withal shrewd and capable manager would not very easily be found here or anywhere.

I Do not suppose that many people in America know the New Review; but most people must know Mr. W. E. Henley, late editor of the National Observer, who is the new editor of the New Review. The latter, Mr. Henley says, is to be a kind of symposium, having no political side, but opening its pages hospitably to any one who has good topical copy to offer; but he is determined to make a fight for navy reform, on which Sir Charles Dilke contributes an essay to Mr. Henley's first number. The editor's policy is, of course, pretty much that of all our best heavy monthlies, like the Contemporary Review, the Fortnightly (which is so called because it is published monthly, one supposes) and Nineteenth Century; but the New Review is a shilling, while the others are sold at two shillings and sixpence. Of course, Mr. Henley makes no pretence of being non-political. He is high-Tory-interesting survival of a dead creed-but he is most interesting from his gift of gathering together clever young men. The National Observer had a perfect little galaxy, and was the especial nursery ground of young poets, the editor himself, who is a bearded, kindly-looking man, with a tired face, being a poet of considerable rank



and tremendous learning, who influenced for good all his literary following.

As an example of a small advertisement telling its tale in the fewest possible words, telling it to the most casual observer, and telling it so that nobody can help being told it that turns a page, this thing of Messrs. Perry & Co.'s is hard to beat. It is not particularly pretty, nor particularly new. But, as you would say, "it gets there."

London, January 2, 1895.

THE Napoleon poster, by Grasset, which the Century has been putting out, has probably attracted more attention than any poster ever before issued in this country. Little boys have begged their fathers to take them to "the Napoleon Circus," and Charles Dudley Warner, who spent election day in Brooklyn, asked a friend if he would be kind enough to tell him what office Napoleon was running for in that city. Dealers have been selling it to their customers, and the publishers have been almost overwhelmed with requests from collectors for copies, for the fad of collecting posters has arisen in this country, and every collector has sought to obtain a copy of this brilliant color-scheme of the French artist, with its " Paderewski" horse. Over in Paris the sale of posters has become a regular business, and the "paper" is so carefully guarded that the bill-board man must account for every piece given Two dollars and a half is the usual price paid there by collectors for a poster by one of the great masters of the art. The Century Company has just issued a special edition of this Napoleon picture, without type, for collectors, at one dollar a copy.

A Chicago sculptor wants to make a bas-relief of it; but the following conversation which one of the *Century* people had with a newsdealer, who keeps a little stand on a Broadway corner, seems to indicate that this work of art is not appreciated by everybody:

"Yes, the people stopped to look at it," said the newsdealer, "an' I guess it done some good, but say—dat horse stumped 'em. One feller comes along, 'an he says to me:

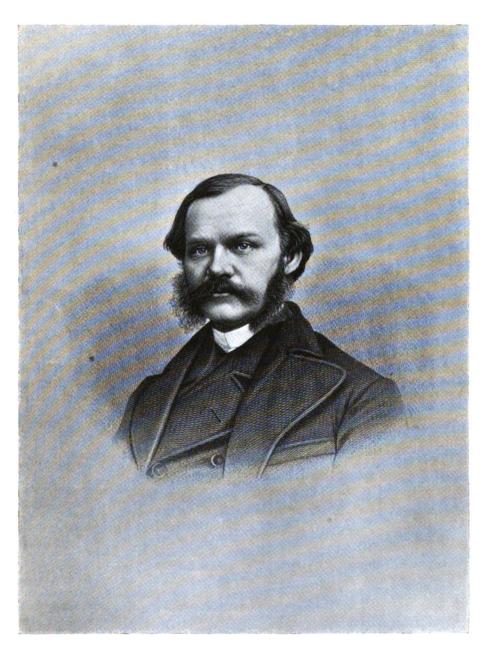
"' W'at ders that represent?"

"I says: 'Napoleon.'

"'I know dat,' says he, 'but where 's he supposed to be?' Well, of course, I didn't know where he was, but I seen dere was a lot of fire round 'um, so I tells the feller wot it was a picture of Napoleon in hell; an he says:

""Well, the man wot drawed dat horse ought to be in hell wid 'um.' "-New York Tribune.

We have a new magazine among us, entitled Everywhere. We have had new publications before; the past is full of 'em, and now their name, collectively, is nowhere. Let us wish Mr. Will Carleton's venture better luck.



HENRY J. RAYMOND,

Digitized by Google_

GOOD THINGS WELL DONE.

ESSRS. W. ATLEE BURPEE & CO., of Philadelphia, send us the "Burpee Farm Annual" for 1895, a most complete and interesting catalogue of their famous seeds. The book is profusely illustrated and has a very attractive cover design in ten colors, by far the most artistic they have yet produced. To those who are interested in flower or vegetable growing, a book of this kind must prove a mine of valuable information and assistance. It is interesting even to us who buy our vegetables, ready-grown, around the corner, and our flowers, ready-cut, from a Broadway florist. pictures are, for the most part, engraved directly from the photograph and give an excellent idea of the various flowers and vegetables represented. A copy free to those who intend to purchase seeds this spring. Price to others, 10 cents.

"THE TEA ROOM" is a very tasteful bit of advertising, in booklet form, issued by Messrs. Bullene, Moore, Emery & Co., of Kansas City. The firm has recently added a lunch room to its establishment, and the object of the booklet is to announce this fact to the public. It does so in a most dainty and inviting manner, which cannot fail to leave a good impression. The printing is in olive green and the illustrations well executed. From the press of Berkowitz & Co.

"UP To DATE" is the title of an interesting souvenir booklet from The Geo. A. Miller Printing Company, of Des Moines. A very interesting and clever piece of advertising. Illustrations from photographs showing members of company and others, and views of building and workrooms.

BLAKELY & ROGERS, printers, show a very neat catalogue issued for Carson, Pirie, Scott & Co., of Chicago. Weingarten Bros. issue a show card in behalf of their corsets. The design is attractive and ought to prove a seller. The Westliche Post sends a calendar, by way of supplement; a striking design in brown and yellow.

"A DISCOURSE ON CYCLING, WITH ESPECIAL RELATION TO THE STERLING BICYCLE," is the title of a goodly sized booklet, by Mr. E. A. Wheatley, of Chicago. The cover shows a striking design in black and red, and the book is further illustrated

by a number of half-tones. Some of the illustrations might be better drawn but they are at least decorative, and in the case of those showing the machines and component parts thereof, very finely executed. The letter-press is interesting, the paper and press-work of a high order, and the book, taken all in all, an excellent piece of advertising.

A VERY neat vest-pocket book diary by the American Bank Note Company, New York. Write for one.

N. W. AYER & SON send out an ugly but extremely practical calendar. The difference between a practical calendar and a calendar is that you can see the one a block off, while with the other you need "glawses." With apologies to the Horse Shoe ad.

THE catalogue for '95, issued by The Gormully & Jeffery Mfg. Co., in behalf of their Rambler bicycle, is a handsomely illustrated and very attractive production. In showing the various styles of their wheel, a good effect is secured by the introduction of a charming bit of landscape, by way of background. Bus the book is thoroughly business-like from cover to cover, and shows the utmost care in all the details of its makeup. The Blakely Printing Company of Chicago.

TIFFANY'S "Blue Book" for '95 is the same rotund and convenient little catalogue that it has always been. There are no illustrations; it contains the minimum and maximum prices of articles sold by the firm and is undoubtedly one of the most extensive and complete catalogues published.

An advertisement which is pointed out to us as having been "a good one for business" is always an object of much interest. Barta & Co., the Boston printers, are sending out a book of reprints from the "ads" written by Mr. F. P. Shumway, Jr., of that city, for the Bridgeport Elastic Web Co. and printed by them in the shoe and leather journals. Mr. Shumway's work is always well done and we are not surprised that the advertisements included in the collection referred to have been so successful. It must be an oversight that the name of the author does not appear in the book.

WIT IN ADVERTISING.

BY JOEL BENTON.



HE Chicago correspondent of *The Critic*, in a description of "Poor Richard's Almanac," published consecutively by Benjamin Franklin, for about a quarter of a century, ending in the 1750's, relates some interesting advertising wit. It was the wit of the eigh-

teenth century, which was not quite like ours; but, in Franklin's hands, it was anything but dull. In the particular case mentioned it was quite exasperating to the party who was the subject of it.

As I have no file of "Poor Richard's Almanac" to refer to, it will be necessary to depend upon Miss Monroe's very pleasantly told account of Franklin's method of getting ahead of a rival almanac maker.

It seems that, in the very first number of "Poor Richard's Almanac"-that for 1733-one of the very numerous topics was the "Prediction of the Death of his Friend, Mr. Titan Leeds." Nobody remembers Mr. Leeds to-day; but, he was Franklin's chief competitor in the almanac busi Miss Monroe says that in the preface Franklin professes, in his assumed character of a poverty-stricken astrologer, great admiration for his friend, whom he is "extremely unwilling to hurt." He is only led to compete with him by a deplorable discovery made through his scientific researches. 'But this obstacle' he says of his regard for Mr. Leeds, '(I am far from speaking of it with pleasure) is soon to be removed, since inexorable Death, who was never known to respect Merit, has already prepared the averted Dart; the fatal Sister has already extended her destroying Shears, and that ingenious man must soon be taken from us. He proceeds to give a precise prediction of the hour of his death, which, he says, differs from Mr. Titan Leeds's own calculation by a few days only. And as the unfortunate event is certain to occur within a few months, Poor Richard feels that no obligations of friendship bind him to refrain from publishing a rival almanac."

The idea, suffused with Franklin's peculiar

humor, attracted enough attention to greatly annoy Mr. Leeds, who did not need to be thin-skinned for that effect; and it also made Poor Richard's initial success. Mr. Leeds, in his next almanac, replied to Franklin with no mild spirit, when Franklin solemnly reiterated his prediction, on account of the fact that "there appears in his Name, as I am assured, an Almaknack for the Year 1734, in which I am treated in a very gross and unhandsome Manner." Much other delightful irony was added, which finally gave Franklin the last word.

It is not unusual to find in many modern periodicals disputatious advertisements, where two of a trade in one town reflect upon one another; but humor, or practical joking, are rarely, if ever, apparent. But we don't ordinarily have Franklins, Sydney Smiths and Charles Lambs in business. The last two might have equaled any demand for wit or humor, if they had had an advertising opportunity. Sydney Smith illustrated his skill by saying, when the London Aldermen were talking of putting down a wooden-block pavement in a part of that city, that they could do it, no doubt, "if they only put their heads together."

Josh Billings was always witty in his lecture and business announcements. He replied to one lyceum president, who inquired, by mail, his terms for a lecture, that his "terms for a lecture were \$89 and 99 cents. I don't care so much about the \$89, but the 99 cents I must have. He also advertised wittily (for he was in the real estate business, whether the particular advertisement I refer to was genuine or not) "a pallas . . . on the virgin banks of the Hudson," with much other similar felicity of orthography and description. And, speaking of the lecture field, Dr. Chopin used to say years ago, when asked his price as a speaker, that he lectured only for F. A. M. E., which, translated, meant, "Fifty, and my expenses."

A humorous, but rather stinging, advertisement was that written some years ago by Robert Bonner when he offered his Morrisania place for sale. After describing the fever and ague, and various other disabilities that were attached to the place and its vicinage, he

capped the climax of hostile description by wishing to get away from it "as fast as Dexter," his then dominent horse, "could carry him."

Humor and facetiæ are frequently the accompaniments of the catalogue and advertisement of the bookseller or book-stall man. The proprietor of Clark's "junk shop" in this city and a Mr. Bronson, of some town I have now forgotten, in Michigan, are noted for—and I think have been helped by—their grotesque announcements of themselves and their stores.

BILLBOARD competition runs pretty high nowadays in the metropolis. An owner of some downtown property was awakened by the loud ringing of his door bell recently in Harlem.

- "What on earth is that?"he exclaimed. "Is the house on fire?"
- "Somebody's dead," said his wife. In the mean time a servant was returning from answering the bell.
- "Please, sir, there's two gents down stairs as wishes to see you," said the girl.
- "See me? Why, it's 3 o'clock in the morning."
 - "Important business, they says, sir."
- "Well, I should think it would be—waking a man up this time o'night. I'll have to go down, I suppose."

He quickly threw on some clothing and went below. Two "gents" awaited him in the hall.

"I beg your pardon, sir, for knocking you up at this hour, but I want to make you a proposition for billboards around the corner of your place on Blank street while you are rebuilding. Name your figures, including two theater tickets every night of the season."

"And, sir," began the other "gent," "my company would like to make you a proposition for the use of the walls that may remain standing after the fire."

- "Fire! Fire! What are you talking about?" The old man was completely nonplussed.
- "Why, your place caught fire about two hours ago," said the first "gent"——
- "And is gutted by this time," added the second "gent"
- "Of course you'll give me the refusal for bill-boards—remember the two theater tickets!" yelled the first "gent" as the old man bolted for the stairs.—From the Pittsburg Dispatch.

It is frequently found advisable, in advertising. to show, by means of contrasting figures, the superiority of one's own goods or methods over those of all others. It is customary, in cases of this kind, to represent the advertiser's patron as a being of most superior charm and bearing, while he or she who buys elsewhere must, perforce, be ill-favored, undersized and generally objectionable. Don't forget this. If you are selling piano lamps or window shades, try to convince the public that a family, which uses any other make than your own, is low-down and uneducated; that its parlor is devoid of furniture, the children sickly, and the mother shabbily dressed. If you deal in collars or suspenders, see that you picture the wearer of your own particular brand as a prince among men-high-bred, distinguished looking, and faultlessly attired, and be sure that the contrasting cut shows a miserable starveling with big feet, ill-fitting clothes and a settled look of despair. This is good business provided you make your contrast sufficiently strong.

ADVERTISING might be compared to a horse, warranted safe, sure and kind, which is offered you as a means of accomplishing what would be, otherwise, a tiresome or impossible journey. With proper management it will carry you through in good shape; stupidly handled, it will balk, kick, or even dismount you altogether. Some men are afraid of a horse just as they are of advertising, because they don't know anything about it or how to use it.

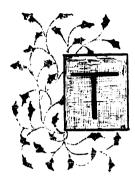
THE following wail comes from a somewhat disgruntled contributor to Town Topics:

"I wish," says he, "that some one would interpret the covers of the Christmas periodicals for me. The design of Harper's Magazine seems to show a Pagan inclination with Christian corrections, Scribner's exhibits a neat patch of red kitchen oilcloth with a yellow hole in the center, and the Basar has a Chinese girl with incandescent hair, contemplating an area of colored sausages projected upon an inflamed grove of Noah's Ark trees. I suppose there is some meaning; I wonder what it is."

Subscribe for ART IN ADVERTISING, \$1.00 per year in advance.



BARGAIN SALES.



HE merry time of bargain sales is with us once again; not that it is ever altogether away from us, but there are certain seasons of the year which are more bargainy than others. One of these delightful periods follows closely on the heels of the Christ-

mas holidays, and there is another—but never mind—if you're the head of a family you'll know all about it in due time. What I am more particularly concerned about just now is the growing tendency on the part of certain cross-grained acquaintances of mine to allude to bargain sales as "bargain sells." I am told that the average bargain sale is no bargain sale at all; that in most instances you can purchase, at the same price, in its regular department, the goods over which a hundred women are scrambling at a temporary counter near the front door. And, worse still, it is said that you sometimes pay more for the privilege of scrambling than you would if buying the goods in the sensible, ordinary way.

Whether these statements be true or false I am not prepared to say, but I know for a certainty that, whatever the nature of a bargain sale, its popularity is perennial, and few women are proof against its fascinations.

During a regular bargain season, for instance at this time of year, when the winter stock in certain lines of business is being disposed of to make room for spring trade, it is undoubtedly true that in any reliable house one can buy desirable goods at comparatively low prices. This is the legitimate bargain field, and shrewd shoppers are aware of the fact and ready to take advantage of it. There is another class of sales, however, which I strongly suspect is responsible for the hard feeling which many people entertain for "sales" in general. This embraces the socalled "bankrupt sale," the "fire sale," the "alteration," the "removal," and several other sorts of sales. One or another of them, or half a dozen at a time, we can count upon almost any day in

the year, but of course they flourish more luxuriantly during the regular seasons.

It is hardly necessary to state that the best class of houses never resort to such methods of attracting custom.

It is undoubtedly a good thing for business that so few people are discriminating in the matter of sales and that probably not more than one woman in a thousand knows the difference between a legitimate bargain sale and one of the fraudulent sort. It is because of this lack of discrimination and the almost universal craze for getting "something for nothing" that the latter variety of sale can exist. I have myself seen a crowd of women crushing and pulling and "sassing" each other over a counter full of worthless handkerchiefs or gloves, and waiting patiently for almost an hour, to be served, when, within a few blocks, they could have bought better goods at the same price and without any waste of time and temper. It must be that women enjoy this vigorous style of shopping.

A few years ago the bargain sale was not the affair that it is to-day. Occasionally a house offered goods at unusually low prices and customers came away satisfied with their purchases. Nowadays the slightest excuse suffices for a "bargain sale," and, in response to the newspaper announcement, crowds flock to the store to buy things, which they neither want nor need, and which might be bought just as reasonably, or more so, at any other time.

Properly managed and legitimately used the "sale" is undoubtedly an important factor in the retail trade. Present indications, however, point to a speedy lessening of its value. It is being worked to death, and the time is near at hand when a sale-worn public will consult the papers anxiously for the occasional announcement of some house which intends to devote a day or week to ordinary business—when a purchaser may do his buying without running up against a bargain-sale.

THE recent purchase and subsequent "sale" of a Twenty-third street bankrupt stock, by a firm on Sixth avenue, seemed to be the signal for a general howl all along the line of competition. The fact that the transaction between the two

houses appeared to be of a somewhat questionable nature was discussed quite exhaustively at the time and doubtless gave the Sixth avenue firm a considerable amount of free advertising; but it was when the latter finally announced to the public its tremendous "sale," "The greatest reductions ever before offered, etc., etc.," that all the other fellows sent up their mutual wail of agony. Their advertisements teemed with slurs upon houses which handled bankrupt stock.

"WE," they cried out virtuously, "have no bankrupt stock to sell; we do not resort to such methods of doing business; with us everything is fair and square and above board; we handle no shopworn or assigned goods," etc., etc.; and then one house, on Fourteenth street, fairly outdid everybody else, and boiled over as follows:

Great Cry! Little Wool! Big Crowd!! No Bargains!!

If we were going to run a sale we would give the public value for their money and not try to sell a second-hand stock at full prices. . . Our great sale commenced Monday is a wonderful success simply because the goods are new and desirable and sold at the lowest prices eyer known . . . We shall continue to give Bargains for a month to come, and don't expect to have the public ask us where we got the goods. . . . They were bought for cash with our own money and delivered at our stores in broad daylight.

WE CAN SELL THEM AS WE PLEASE

and no one can question our right to do so.

Now, advertising of this kind is very poor stuff. It suggests nothing so much as a very bad case of sour grapes, and possesses, furthermore, the disadvantage of directing public attention to the obnoxious "sale" in question. People who are looking for prices "never before equalled here or anywhere else" are not, as a rule, particular as to how the goods were obtained, and they do not constitute a class which would be influenced by the above "deadly sarcasm." To them one firm is as good as another, provided it offers them satisfactory prices, and it is not likely that the combined warning voices of a dozen competitors will suffice to woo them away from any "sale" until they have looked into the matter for themselves. From small, second-rate houses we may always look for small and second-rate methods of advertising, but the offenders in the instance cited above are large firms, big enough and old enough to know better.

Mr. J. H. Bates is an uncommonly shrewd man.

WHEN Parkhurst testimonials are given out a niche should be reserved for a bust of Mr. E. L. Godkin, the distinguished editor of the New York Evening Post.

Life cannot benefit by lampooning society people personally. Society made Life, and can unmake it.

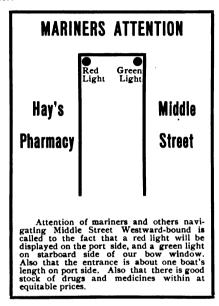
THE advertising mania has reached the seltzer siphons now, so that people who order their seltzer from the grocer or druggist on the corner can read about all sorts of remedies for liver complaint or similar ailments while they are at dinner. The seltzer siphons are delivered to the grocers and druggists by the manufacturers of mineral waters, and the former promptly place labels all over the bottes advertising their wares. In this way they reach the eye of the head of the family and carry a lesson into the very heart of the host. Incidentally they cause the loss of a customer, after a week or so, as people learn to order from the manufacturer, so as not to have advertisements of liver pills under the eye at the dinner hour, but this does not affect the principle of advertising involved in the scheme.



MR. EDWARD W. BOK.

NEWSPAPER ADVERTISING.

SPEAKING of newspaper advertising, here is a quaint little production all the way from Portland, Me.:



THE above is one of a small batch of samples coming from H. H. Hay & Sons, dealers in drugs, chemicals, etc., in the aforesaid city. The other specimens are quite serious and business-like, and are prepared with much care and originality.

SURELY it is better to have a single column, three-inch space filled with brains, than a whole page full of printer's ink and foolishness.

A LOCAL dealer in a Western town puts forth an advertisement which reads as follows (in an indescribable mixture of types, plain and fancy):

FOUND GUILTY And Sentenced to be Sold!

A large number of articles have been found guilty of occupying too much valuable space in my store.

THEY HAVE GOT TO GO! I AM DE-TERMINED THEY MUST GO AT

HARD TIME PRICES!

&c., &c., and then he neglects to mention his line of business; an oversight which is, perhaps, excusable in small towns, where every one knows what every storekeeper has to sell.

A NEW YORK retail clothing house, which advertises regularly in the daily papers, prefaced a recent announcement as follows:

Public, we owe you an apology for not saying that those marked-down winter overcoats are all at Prince street. People who went to the wrong store, will you please forgive us?

Then in the same apologetic, floor-walkery tone it proceeds:

Dress suits. Suppose you buy one here today. Wear it to-night if you need to; but you may be conscious of some little kink that nobody else will notice—won't you let us fix it at your handiest moment? That's all the bother we mean to cause you.

An advertisement written in that half familiar, half humble style always impresses me unpleasantly. So, too, does an advertisement like that of a Sixth avenue drug store whose headline "IT IS A PEACH!" in a recent announcement, was followed by the explanation that this was the comment of a mother upon their valuable cough remedy. The association in one's mind of the "mother" and the slang results in a feeling of distaste toward the store and the advertised remedy.

As some one or other sagely remarks, "It is not so much knowing how to be funny as knowing when to be funny." Fun is sometimes a dangerous quantity and nowhere should it be more cautiously used than in advertising. It is undoubtedly a great temptation to many advertisers to make use of the latest slang phrase or to introduce into their announcements some pun or joke which strikes them as being suitable for the purpose; and very often these "funny" advertisements are quite practical and entirely inoffensive. But much oftener they offend good taste and defeat the very end they ought to accomplish, viz., the bringing in of satisfactory returns.

Subscribe for ART IN ADVERTISING, \$1.00 per year in advance.



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CHICAGO LETTER.

HERE'S one thing a little worse than anonymous letters, and that's anonymous postal cards.

L. L. MAY & Co., the seed people of St. Paul, had all the agents figuring on a line of advertising—Lord & Thomas, Chas. H. Fuller, J. Walter Thompson, Frank White, etc. I forget who got the contract, but after it was placed "someone" sent out a lot of unsigned postals to the agricultural papers asking them with reference to the May business: "Are you going to allow cut rates?" or something of the sort, presumably because the sender didn't figure low enough to get the contract.

STREET-CAR advertising is doing very well. Nothing very new or noticeable beyond Scribner's cards, which are, I think, just about "right." Somebody asked me, though, the old gag about why they spend money on street cars at all, thereby proving that there were some ways of getting at the people better than periodical advertising, and upon my word I can't see but that there's a good deal in it.

TELLER that you love her, Teller she's your queen, Teller La Flor de Teller Is the best cigar you've seen.

The above is a "prize jingle" street-car card now running.

"SAY YES" is a sign on the window of the Baxter Autographic Register Co., of this city. Behind the sign sits an attractive young lady, at her side a Baxter Register, and before the glass a crowd of men who want her to "say yes." But it applies to another sign, not so conspicuous,



which says "Say yes and we'll send you a Baxter Register, etc." This firm is doing some good window advertising, but it needs supplementing with circulars and periodicals.

THE "Old Reliable" is with us again. Give us a rest, please.



An offer in the *Tribune* of \$10 for the funniest advertisement clipped from a bona fide paper brought out a very poor lot of responses, and the prize was given to a lugubrious funeral notice, which might be funny if it were only original.

FUNNIER than the funeral ad. are, however, some of the "answers to correspondents"—a new department lately opened up by the *Tribune*:

CONSTANT SUBSCRIBER: A flush beats a straight in a hand at poker.

M. J. D.: Dynamo is pronounced as though it were spelled die-nay-moe. The accent is on the first and not on the second syllable, as you suggest.

S. L. M., Warren avenue: Abraham Lincoln never lived in Chicago, although his remains lay in state in the basement of the old city hall shortly after his death.

SOUTH-SIDER: If the trains of the Alley L going north run four minutes apart and the trains going south run four minutes apart they will pass each other every two minutes.

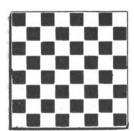


THE Record offers one thousand dollars for the first lady subscriber who guesses the denouement of a tale to run in the paper between January 22 and February 16. Guessers can read the story up to and including the next to last chapter. After that the guessing. Poor, poor, guess editor!

EUG. VALLENS & Co. have contracted for a large line of advertising, principally in the illustrated weeklies, and Cluett, Coon & Co. have also come down with a large appropriation, which is to be placed in the West. J. Walter Thompson has his finger in both of these pies, or,

rather, both pies are between his fingers.

"Your move next"



WILL H. BRADLEY, one of our best illustrators, has removed to New York, where he is to do work for Bartlett & Co. Mr. Bradley has large notions, and expects to make ten thousand dollars the first year. He is without doubt a good man and excels in fantastic de-

signs; not being what one might term an advertising artist, his designs are a trifle too involved sometimes to be very clearly read or comprehended.

A most beautiful little brochure has been issued by the *Interior*. It contains reproductions in half tone of four full-page, four half-page and eight quarter-page advertisements which have lately appeared in the paper. The advertisements are beautiful specimens of typographical display and artistic designing. The cover is a very delicate piece of work by Leyendecker and is the same as was used for the front cover of the holiday number, but printed in black instead of gold bronze and colors. The stock is very heavy coated book and plate paper, tied with a profusion of lavender silk cord.

Business is still steadily on the upward road. In my experience it is not so jerky as this time last year, but seems to be more steady and permanent.

THE real estate market is slow, but dealers tell me that since '89 and '90 they have never had so many inquiries, especially from Chicago people.

THE FRANK B. WHITE Co. have closed a large contract with D. M. Osborne & Co., of Auburn, N. Y.

They are also putting out a line of business for Ames Plow Company, of Boston.

ADVERTISERS who have anything particularly fine are invited to send it to this office for criticism, and reproduction, if good or bad enough. No notice taken of mediocrity.

Mr. Fuller has asked me to correct a misunderstanding I had of his conversation about Mr. Peats, as reported in the last issue of ART IN ADVERTISING. He says that he did not see Mr. Peats personally, but only his advertising man, whom he referred to Lord & Thomas. Mr. Peats personally did not call on Mr. Fuller before going to New York.

ART IN ADVERTISING will from now on be for sale at the newstand in the New York Life Building.

E. A. WHEATLEY.

In front of the Silversmith's window—All the articles displayed in this window are plated.

How can you tell?

They are marked "For Wedding Presents."





EDWARD W. BOK.

is now generally conceded that Mr. Edward W. Bok has proved his claim to rank among the few really great editors of the day. I remember well the criticism excited by sundry quotations about the greatness of the then unknown and untried young man who had gone to make or mar his career in

Philadelphia. These spontaneous tributes appeared largely among the insets in the magazines, and the one that created the most remark was, if I remember rightly, a testimonial from the late genial Autocrat. Dr. Holmes was reported to have expressed the opinion that Mr. Bok was one of the ablest men "sitting in an editorial chair to-day." Coming at the outset of his career, before he had time to demonstrate his ability, that remark in certain directions did much to create a personal prejudice that exists to this day. And yet there is no editor or publisher who is not now willing to admit that Mr. Bok has fairly earned the praise which Dr. Holmes thus early bestowed. And we cannot, in view of subsequent events, charge either the doctor with lack of prescience or Mr. Bok with appropriating that to which he was not entitled.

The personal booming of men in an editorial capacity has a distinct and pecuniary value to the journal with which they are associated. Every time Mr. Gilder strays down to Gray Gables it is worth just so much to the Century. The same thing is true of Mr. Dana when he goes to Cornell to tell how to make a newspaper. It is the nicest, cleanest, most desirable kind of advertising. It is not fair, of course, to attribute those digressions solely to this purpose. The very nature of the case makes the occasion of value to the publisher. Whether a man is justified in creating fame depends altogether on whether he is doing it for a business purpose or whether it is done seriously. For the Journal to engage a man at a princely salary, who has attracted the attention of a noted literateur, was undoubtedly a good thing to advertise. And no man more than Mr. Bok himself would have been readier to dismiss any other view of the case.

Mr. Bok possesses the rare attributes of business acumen and literary instinct. To this remarkable combination must much of his success be ascribed. He has a perception of what his readers want, that is as valuable as it is rare. His own private literary tastes run in a channel altogether different from that demanded by his business interests. He is not engaged in cultivating the taste of his constituency at the expense of his calculation. The Journal has undoubtedly steadily improved, but the change is so gradual that his readers are carried along with it. There will always be a good deal of how to do this and how to do that. It is blown in the bottle, so to speak. There will also be much on the "unknowns" of various degrees, for Mr. Bok has a failing in the direction of hero worship which up to date he has been unable to control. He is giving us a little humor of late, which ought to be a good thing. Mr. Bok likes humor in a respectful, awed sort of way. He knows its value and also its power for mischief among women. And he is trying no experiments on the dear Journal sisters. But take it all in all the Journal is wonderfully well conducted. It probably interests the average woman more than any other periodical now printed.

To sum up, the editor of *The Ladies' Home Journal* is fairly entitled to all the good things that are said of him. In private life he is quiet and unassuming. He is possessed of a rare tact and judgment. His success in dealing with writers the world over is evidence enough of that. But one must come in contact with him personally to realize how much of a factor it can be made in his position. He is not without his enemies any more than any other strong nature. But those who know him intimately like him best.

As a writer it is only necessary to refer to his own work in the *Journal* and in the *Cosmopolitan*. In the latter publication he works in a different vein entirely and with a success no less pronounced.

THE man whose advertising is a matter of pride with him, as well as a matter of business, is sure to attain the happiest results from it.

E. B. HARPER.

R. E. B. HARPER, the president of the great Mutual Reserve Life Insurance Company, is one of the sort of men who go down in school books as an example of what is possible under our free institutions and our popular government. Tradition does not say whether he came to New York with that indispensable and time-honored background of all successful men-bare feet and all his worldly goods tied up in a little handkerchief. What is known of Mr. Harper to the writer is simply what is known of Mr. Harper to all men-that he possesses an individuality of exceptional originality and unmistakable vigor. The great idea on which he has erected one of the most wonderful business enterprises the world has ever seen, originated entirely with him, and was carefully planned and thought out during the time he occupied a somewhat inconspicuous position with the Equitable Life Company. It is amazing to learn that in so short a time as fourteen years, so colossal a business should have been created from the very foundation. It is a tribute not alone to his genius, but to his business capacity as well.

Personally Mr. Harper is one of the most unassuming of men, and, like John D. Rockefeller, dislikes reference to business in his social intercourse. He wears a short, iron-gray moustache, and his face gives evidence of the strength of character behind it. He seems to possess a good digestion, without which no man can possibly succeed. Give a man a good stomach and a little more than the average quantity of brains and you have a pretty good combination. Mr. Harper looks like a man who had been brought up in the open air. He is rugged, always in good spirits, and has all the enthusiasm that a man must have who means to succeed. H. C. B.

In no class of advertisements has there been more improvement than that of insurance companies. Especially true is this of the advertising of the Mutual Reserve Life Insurance Company since Mr. Patterson took hold of this department. The grouping of figures—the typographical arrangement and the general style at once attract the attention of even a careless reader, who is apt to think this class of adver-

tising does not interest him. Mr. Patterson is setting a pace that no doubt will be followed by others.

THE following proposition was recently submitted by Mr. Houghtaling to the city authorities of Chicago. At the time it appeared the council were considering all sorts of ideas for an increase of the city's revenue, which seems to be in a bad way for the time being. We copy the following from a Chicago paper:

A communication containing a novel proposition for a bill posting and advertising contract was received from C. S. Houghtaling, of "Hotes" National Advertising Service. He offers, for the sole right to paste, post, paint and otherwise display all styles of signs, posters, and other outdoor advertising within the city limits, to pay the sum of \$50,000 a year, the contract to be for a term of ten years. The proposition contains provisions for the sole right to erect around each lamppost, telephone pole or electric light post a billboard not more than 10 ft. high and 3 ft. square, to be paid for in addition to the above amount at the rate of \$5 a year for each post so used. It is also offered that for the privilege of using for the same purpose all property known as bulk-heads, bridges and other property, exclusive of public parks and buildings, he will pay in addition to the above offer at the rate of \$1 a year a lineal foot. The ordinance was referred to the Judiciary Committee.

A specimen of Virginia advertising, clipped from the Waynesboro and Basic City News:

You CAN YOUR



DURING

→ 1+8+9+5

GET
US
TO DO
SAVE MONEY.

Digitized by Google



MR. E. B. HARPER.

"THE POST" AND ITS NEW PRESS.

THAT the Washington Post is universally admitted to be the best and most progressive morning paper the National Capital has ever had must be a source of heart-felt satisfaction to the worthy and gifted gentleman under whose management it has grown to this prominence. There is also satisfaction in the thought that it is not the best newspaper Washington ever will have, for the Post is growing upon itself concentrically, as it were, like the rings of the sturdy oak, and is always a better paper this month than it was last month.

With the death of Mr. Hatton in the spring of 1894 both the editorial and business conduct were assumed by Mr. Wilkins, and he has shown himself abundantly competent to the double duty. To the men who had done so much toward enhancing the fame and fortune of the paper, after he and Mr. Hatton became its owners—Sylvester, Weightman, Merrick, Bone, and the rest—he extended a grateful appreciation of their valuable and loyal service by retaining them upon the staff. Not all men under similar circumstances would have been thus magnanimous and considerate.

Mr. Wilkins had been for some years in public life as a prominent Member of Congress from Ohio, before he entered on his journalistic career. He is familiar with all the leading questions of the day. He is a man of practical views, to which he is capable of giving vigorous expression, and has a comprehension of the scope and functions of the daily press and its relations to the public, such as are not always found even among those originally educated to the profession. Added to this, Mr. Wilkins possesses rare business qualifications and first-rate executive ability. equally at home upstairs and downstairs. Hence all floors of the Post's splendid building are carefully looked after above and below. Hence a newspaper, able, enterprising, fully up to all modern requirements and a conspicuous honor to the National Capital.

The Post covers the morning field here as it was never covered before. It covers a national field that no other paper in Washington ever before succeeded in half occupying. It is not at all surprising, therefore, that, in order to keep pace with a circulation phenomenally increasing in all directions, the Post has been compelled to enlarge its printing facilities by the purchase, at a cost of \$30,000, of one of the great Three-decker, Inserting presses, manufactured by Walter Scott & Co., of Plainfield, N. J., combining in their construction and operation the nearest approach to perfection itself that has yet been made. This magnificent specimen of printing machinery is the first twenty-four page press ever put up in this country south of the Philadelphia Inquirer office, and as to all its details, the first and most complete ever turned out of the Scott works, many improvements having been added since the publication of their last catalogue and subsequent to the building of the Inquirer presses. Post's "three-decker" prints four, six, eight, ten or twelve pages at the rate of 24,000 papers an hour, and 12,000 an hour, of sixteen, twentytwo or twenty-four pages. It also counts, pastes and folds. Among the improvements referred to above, and for the first time adopted in the building of this press, are a new feed tension index showing the strain on the webs of paper as they enter the machine, the driving of the machine from a sub-base underneath the floor, the driving of each three presses from an upright shaft, so that any one can be run without the others, and the driving of the folder from a shaft underneath, independently of the press. Yet, marvel of mechanical ingenuity as the press is, and inscrutable a mystery as it is to the novice, Pressman Ed. Jones of the Post, one of the most accomplished of artists in his line, says that one of the chief merits of the machine is the simplicity of its combinations, and the ease with which it is handled!

The Post is certainly to be congratulated upon the agreeable necessity which compels it to make this rare and costly addition to its already admirable mechanical equipment. R. H. S.



A FULL PAGE DESIGN FROM THE INLAND PRINTER.

AN ADVERTISING DUEL IN PHILADELPHIA.

VERY interesting contest is at present being waged in Philadelphia between the rival firms of John Wanamaker and Gimbel Bros. The latter is a new firm, having entered the field about a year ago. Additional interest is lent to the situation by the fact that the advertising of Messrs. Gimbel Bros. is from the pen of Mr. Powers. It will be recalled that Mr. Powers performed a similar service for Mr. Wanamaker some years ago. Mr. Powers goes so far as to say that his work practically made Mr. Wanamaker. Whatever the merits of the controversy between Mr. Powers and Mr. Wanamaker, it is an open secret that Mr. Powers has repeatedly claimed that he could duplicate the latter's success under similar conditions. The conditions, to a large extent, obtain under Gimbel Bros., with the exception that while they succeeded an old established firm they themselves are practically newcomers. This is a factor of greater or less importance; how much or how little remains to be seen. Mr. Powers' openly expressed contempt for Mr. Wanamaker and Mr. Wanamaker's ways of doing business are notorious. It can be seen, therefore, that his work for Gimbel enlists not only his best art for art's sake, but also his vindictiveness as With this stimulating combination we ought to see, at once, in the Gimbel advertising Mr. Powers at his best, likewise at his worst. The final outcome will be watched with interest by merchants everywhere. Should Mr. Powers succeed in even establishing the Gimbels within a reasonable time where they can take care of themselves it would be admitted as a wonderful achievement. Despite Mrs. Powers' wholesale contempt for everything connected with

WANAMAKER, unbiased judges are free to confess that the Wanamaker combination is one of the wonders of the day. Trading there is done under the most comfortable circumstances. The aisles are broad, the goods are conveniently and tastefully displayed, and the attendance is on the whole perfectly satisfactory. It is a broad gauge road run on broad gauge principles. To make headway against such an organization is certainly a herculean task. We print below a few specimens of the advertising of each.

Gimbel Brothers

PHILADELPHIA, Wednesday, January 23, '95.

The silver Ada Rehan can cross the ocean as well as the charming original—the Montana "Justice" being booked for a two-year tour of Europe. So this will be Philadelphia's only opportunity to see the most costly casting ever made. Many of yesterday's visitors, who had seen the statue at the World's Fair, said it was shown to much better advantage here.

The best view of the statue is had from a point just back of the line of the arm holding the sword. Fourth floor-six elevators.

Furs

No matter how much economy you've found in fur buying here this winter we're doing better now, for it's our fixed policy to clear each season's holdings, to be ready for next year with absolutely fresh goods.

Hence, Mink Necklets that were \$6 are \$3.50, etc.

Shoe News

It's in the buying and the selling—no; in the selling and the buying. If it wasn't for the enormous number of you who are turning to us for shoes we couldn't keep buying lots so big that they stagger wholesalers. We've the best obtainable shoe talent controlling this shoe store, and with unlimited resources he'd be a poor stick if he didn't lea 1.

Women's fine Dongola Kid Button Boots, etc. All sizes 21/2 tr. 8; all widths A to EE. An unusually good \$2 shoe.

Don't class them with the machine-sewed, which are good in their way but cheaper to make. They are \$1.20. Second floor, center.

Uphoistery Helps

There's more of interest than we can hint of-lots smallish at best, but for the user as good as a store full. Various reasons for their being half and less.

30 pieces Swiss Curtain Muslin, been 27c. a yard; is 15c., etc.

WANAMAKER'S

The weather to-day is PHILADELPHIA. Wednesday, January 23, 1895 likely to be fair and colder.

MATTHEW ARNOLD'S QUESTION CON-CERNING THE AMERICAN PEOPLE

Are You Interesting?"

He expressed his indifference to wide areas of territory, rapidly increasing population, n mberless miles of railroad

magnificent crops, and vast products of manufacturers, and asked, "Are you interesting?"

Perhaps you turn away from statements about the many acres of floor space, the many millions of dollars in merchandise and other large statistics of this business with the ques-tion, "Are you interesting?"

Our answer is, "Yes." This business is interesting at all

points. Silks, Dress Goods, Furniture, Carpets and all the

other stocks have their daily arriving novelties-all intensely interesting.

As your acquaintance with them broadens your interest will deepen.

The Green Room, third floor, Market street, attracts in creasing numbers of visitors daily. It is a peculiar and interesting color effect.

The Picture Gallery, third floor, Chestnut street, Just

reopened with many new paintings,

WASH SCOTCH FLANNELS

Whytlaw's. Twenty odd styles. Not a week ashore-and great waves more of sister sorts already rolling this way. Maker says "fast colors;" you'll say "Beautiful!" These are the delightful fannels that have the softness and warmth of wool and the unshrinking ways of cotton—the two fibers playing hide-and-seek so that the goodness of either is all that counts. 32 in., 40c.

Northeast of center

WASH FLANNELS

American.

25 styles at 25c.

25 styles at 31c.
43 styles at 31c.
Last season these qualities were 31 and 37½ c., and, if anything, not so good—not so handsome. Weavers learn something year by year, and we keep sight of the ones that learn quickest and most.

Same relative rank in the higher grades.

MAY BE SOMETHING IN IT.

An exchange expresses the opinion that the country is suffering not so much from, fifty-cent wheat as from five-cent statesmanship.

It is astonishing how quickly the eye is caught by a mis-spelled word. A sign may be utterly insignificant and unlikely to attract attention otherwise, yet with one word spelled wrong is bound to be seen every time.

CORRESPONDENCE.

New York, January 25, 1895.

The Art in Advertising Co., So Fifth Ave., New York.

DEAR SIRS: "Art in Advertising" implies its title, and the publisher certainly merits compliments and encouragement; everyone interested in advertising should subscribe for it. Please put us on your mailing list for two copies. one to be sent to our Paris address, 41 Boulevard Haussmann, and the other to Yours truly,

MARIANI & Co.,

52 West Fifteenth street, Ne v York. Check for \$2 inclosed herewith.

It is rather questionable taste which prompts a Sixth avenue druggist to use as a headline, in advertising his grippe remedy, the name of a well-known citizen whose funeral services are about to take place. Wouldn't it be well to wait at least until he is buried?

MISLEADING ADVERTISEMENTS

TOT fraudulent, exactly, but misleading. It is no uncommon happening now-a-days for a house of first-class standing to put forth an advertisement so worded as to mislead a guileless public and at the same time leave a loophole of escape for the advertiser, should he require it. Instances of this kind are brought to my attention quite frequently, but I have only space to mention the following, related to me by an indignant shopper: A Broadway dry-goods house, she said, had recently advertised a line of desirable dress skirts at fifteen dollars each. She called and examined them with a view to purchasing, and after trying on several of the garments, made a satisfactory selection. A slight alteration was required, for which, as is customary in some stores, she expected to pay extra. "One dollar and a half," said the saleswoman, and did you want the bottom of skirt finished?"

"Isn't this a finished garment?" inquired the buyer.

"Oh, yes, certainly," was the reply, "all except the velveteen binding; we charge you fifty cents for that."

"I thought you advertised these goods at fifteen dollars?" said the now irate customer.

"So we do, madam," said the saleswoman, "but we don't say that they are finished; our advertisement means that the skirts are fifteen dollars just as they are."

"Then why doesn't it say so? Why doesn't it read 'partly finished skirts \$15-braid, 50cts. extra-altering \$1.50?"

"I couldn't say, madam, I'm sure," was the reply. "I have nothing to do with the advertising,"

The would-be buyer, while not objecting to paying more for the garment, provided it had been squarely marked in the first place, was thoroughly disgusted with the method of advertising, and withdrew her order.

This happens every day, and in establishments which certainly should be above such small dealings.

IF you are an advertiser or intend to be an advertiser you should keep yourself posted on the events of the advertising world.

Subscribe for ART IN ADVERTISING; \$1 per vear, in advance.





STEAM MUST pass through a tested cylinder, be under the control of a reliable governor, turn a strong belt, and then the world will move.

STEAM IS TO MACHINERY WHAT ADVERTISING IS TO BUSINESS.

Under proper control both are powerful factors for good. What a good engineer is to an engine so is a good agent to Advertising. For years we have done and are now doing the largest general advertising business in the world. The greatest Foreign as well as the greatest American Advertisers are our clients. This experience, this knowledge, this skill is always at your service.

Correspondence solicited.

LYMAN D. MORSE ADVERTISING AGENCY

38 Park Row, New York

Successor to
J. H. BATES and
BATES & MORSE ADVERTISING AGENCY



"HOTE" is a good man to know When you want to know for sure What pays you in ADVERTISING.

A PAINTER IS KNOWN BY THE PEOPLE HE PAINTS FOR

"Hote" paints signs for known people. People that you know-know by their signs, signs that "Hote" paints.

> What "Hote" knows About signs He knows for sure and What "Hote" knows for sure He is sure he knows. "Hote" knows the kind of signs that pays. "Hotes" knowledge of signs is born of Experience.

For a Quarter of a Century

"HOTE" has been the master hand in the art of sign and pictorial displays; exclusively the only factor in booming all successful advertising projects of their day; constantly covering all cities, towns and districts with self-created, bold, aggressive sign and poster advertising for the benefit of adver-There are others that paint signs—the woods are full of them-but "HOTE," and only "HOTE," knows his book, an encyclopedia on display.

National Advertising Service Sign and Poster Displays

C. S. HOUGHTALING Contractor

74-76 Madison Street Chicago

3 Park Place New York



If "HOTE" in Advertising himself shows a marked ability, Does it not stand to reason That "HOTE" can advertise others equally as well as himself?

Say! H Say!
Signs HO Signs
Signs HOT Signs
"HOTE"
"HOTES" SIGNS

Eye Burners, Quick, Easy Readers Painted in All Climes in Hot Colors

"HOTES" National Advertising Service
Of Sign and Poster Displays

C. S. HOUGHTALING, Contractor

74-76 Madison St. Chicago

3 Park Place New York



T pays to buy the best. If the public would cut out this rule and paste it in its hat, and abide by its teaching, so far as possible, there would be fewer disappointments in the world over unsatisfactory bargains; less regret, when it is too late, that another make or another name had not been patronized, or that the chance of saving a few cents or dollars on a purchase had led to the selection of an inferior article. There is not one of us who has escaped an experience of this kind at some time in our life. It may have been merely the buying of a hat without a good name in its crown, or perhaps it was the purchase of a piano; and in a short time our too-cheap hat succumbed to the weather and our piano grew tin-panny, and we kicked ourselves, mentally, because we hadn't bought the right thing in the first place.

Now this rule about buying applies quite as much to advertising as to any other commodity; the advertiser who goes about looking for cheap "experts," low-priced artists and low estimates all 'round, is, ten to one, going to wish he hadn't. It is better to go to the right man at once. You will know the right man by his business-standing; by the success of his work for other advertisers; he will be cheerfully recommended to you by those whom he has helped, and if his estimate is somewhat higher than that of the untried "expert" around the corner, better pay it and save money.

It does not follow, of course, that lower-priced goods are invariably unworthy of patronage, but it is a good plan to let other people try experiments and for the rest of us to be on the side that we feel to be safe.

A PLACARD, very neatly printed and carefully prepared, is being distributed from house to house by a gold and silver refining company of this city. "Don't throw away your broken or unserviceable rings," it says, "earrings, bracelets, scarf pins, cases of watches, chains, buckles, odd studs, buttons, gold dust, spoons or any fragments, however old or mutilated, of jewelry in gold, silver or plated, nor any stones which may have fallen out of ornaments of any kind. Put the odds and ends aside for collection by ----, whose agent will call on you to-morrow and give you for them, in good American dollars, their highest obtainable value." In another paragraph we are asked to save our old artificial teeth, such as are set in gold or silver.

PATENT medicine "testimonials" are no doubt very amusing. It is our habit, as a rule, to read and quote them with ridicule and grins of derision. The would-be funny writer burlesques them in the columns of the would-be funny papers and the public roars. But just the same, you and I and the funny man and the public will occasionally sit up nights and read, with intense interest, page after page of testimonials, in a little patent medicine brochure that has been left on our door-step or fired into the area. We don't laugh then. We hang on the words of "Mrs. Carrie M. Green," the policeman's wife, of Sundusky, who has been cured of

afflictions too terrible even to think of, and are glad that she recovered. We sympathize with the equally marvelous case of the Rev. Josiah Minky of Little Junction, and gaze upon his smudgy portrait with respect. And we begin to feel that the cure-all advertised is a pretty good thing after all; might perhaps do us good, etc., etc. (very often we "give it a trial" and are silenced if not "convinced.") All of which goes to prove that the "Testimonial" is a "puller" of incalculable horse power. It impresses us in spite of ourselves, and no amount of ridicule can lessen its effectiveness. In other lines of advertising it is not open to the indignity of being ridiculed, and usually forms an interesting addition to circulars, pamphlets, booklets, etc.

THE Sohmer Piano people are usually most dignified in their advertisements. The following is a new departure of rather doubtful merit:

LA BELLE BERNARDINE;

OR.

THE BANKER'S BRIDE. A Detail of To-day.

CHAPTER I.

BERNARDINE, the Banker's Bride, the bride of a few shore because of a few short hours, paced nervously up and down her sumptuous boudoir. Her eyes were unnaturally bright, her cheeks pale and tear-stained-she who had thought she would have been so happy!

As for the man who watched her with the anxiety he could not conceal, what was his wealth to him now? "Merciful Heavens!" was his thought; "she weeps, and I would give my millions to bring back the smile on that fair face. What can have changed her thus?"

Suddenly the fair girl pauses and gazes reproachfully at him. "Douglas Blanchard," she says, "when I consented to be your wife you promised me all that refinement could wish and wealth could purchase."

"I did!" he says. "Look around you. See on every side the sumptuousness and gilded elegance with which you are environed."

"You have trifled with me," she says, coldly. "I pledge you my word," he answers earnestly, "I have fulfilled every promise. pains or expense have been spared; the decorations of this mansion are palatial: the old world and the new have been ransacked for rare and costly furnishings. More than I have done is beyond the magic of the wand of wealth."

"Douglas Blanchard!" The woman's voice is firm: but a look of wistful sadness is in those large blue eyes. "Douglas Blanchard," she repeats, "the piano in the drawing-room is not a SOHMER!"

"Merciful heavens!" he gasps: "it is not you but I that have been betrayed; I told them to get the BEST!

(To be continued in our next.)

THE WINTHROP PRESS.

T is hardly necessary, we imagine, to remind our cultured readers that the celebrated Winthrop Press, which gives to the world every month the inspired pages of ART IN AD-VERTISING, was originally founded by Governor Winthrop immediately on his arrival at Plymouth Rock. Its present manager, Mr. John H. Eggers, is a lineal descendant of a wild Indian captured by Winthrop and made to do penance for certain scalping bees by kicking the press. There was no steam in those days, and the kicking propensities of his worthy ancestor have been retained by Mr. Eggers in all their aboriginal picturesqueness. Nor is he the only Kickapoo Indian connected with the Press.

When the Winthrop Press moved from Plymouth Rock to New York the street which it selected for its abiding place, out of respect to their wishes, was named Lafayette place, in honor of the Markee de Lafayette, an old friend of Winthrop's. So the first claim to distinction in the office of the Winthrop Press is blue blood and old family. Mere wealth cuts no ice at all. Customers who part their names in the middle get four months. Corporations and people whose names end in ski or sky get no credit at all. E Pluribus Unum, says Eggers, "America for Americans."

Notwithstanding these eccentricities, the work of the Winthrop Press is finding favor more and more among the business men of New York and vicinity. Their prices are reasonable, and the quality of the work will stand comparison with any. A very good barometer, so to speak, is the work done for ART IN ADVERTISING.



SOME RECENT NOTABLE HALF-TONE ADS.

HOW TO MAKE A PAPER.

A speech delivered by MR. DANA before Cornell University.

Revised Version.

THE first thing which I consider an absolute requisite to a good newspaper is to be on the wrong side of every great public question. (Applause.) The next is to attack every great public character who happens to be prominent. An ordinarily smart man can say some very biting things in a paper, and the joke of it is that the person assailed is usually prevented from making any defense whatever. (Laughter.)

Another feature in the making of a great paper is to boom third-rate people for first-rate positions. If it is possible to single out a discredited, mean and selfish character for this treatment, so much the better. He usually takes your full-some flattery for sincerity, and the clever people, who read your paper, will easily understand your hypocrisy. It is great fun. (Loud laughter.)

Never print a paid "ad." in your news columns. There may be worse things than advertising in a paper, but if there is, I don't know of it. One can attain the same result in a dozen different ways, without disfiguring the looks of his paper by big black type. With a real, good, financial article once a week, it is astonishing what can be done, without any of the trouble of getting copy, etc., that invariably accompanies advertising.

On all the great questions of the day, social, moral or political, it is the province of a really great paper to present a solid front, of sneering, scornful and implacable hostility. (Great cheering.) No matter that every one can readily see the necessity for a change; that the facts are so palpable as to cry out to heaven for justice, it is still the duty of a really great newspaper to ridicule the prosecuting attorney, to vilify all the earnest men, who have the sincere welfare of the city at heart, and otherwise abuse, maltreat and crucify them. (Prolonged applause.)

You must, also, young gentlemen, decide another matter for yourselves, before entering the field. Shall you make a paper for fools or a paper for sensible people? By that, I mean, shall you conduct your paper on behalf of the people or shall you conduct your paper as your pecuniary results dictate?

There are countless ways in which a paper can be made profitable to its owner, without a vulgar display of advertising. It may not be in exact accordance with the highest principles of even mercantile integrity, but with a constant reiteration of your devotion, virtue, rectitude and honor you may succeed in deluding the people. For the people like to be deluded.

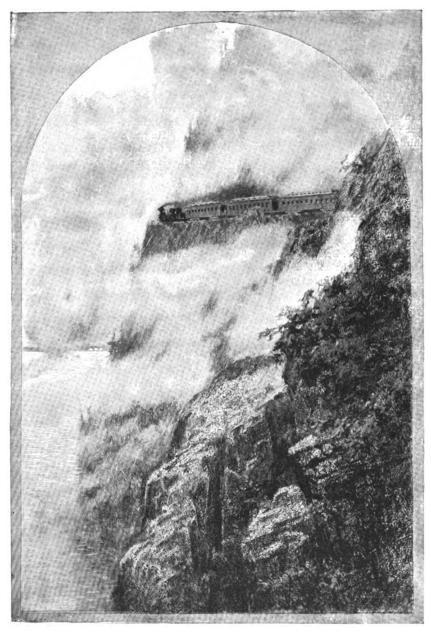
Another point, of which you ought always to boast, is the desire on your part to print only a paper that can be read by every member of the family. That is one of the great points I always make. Every little while you will see in the columns of *The Sun* a paragraph of platitude and cant about the purity of a good newspaper. It is necessary to do this, otherwise the people would eventually find out that you were a humbug. Smart people, it would seem, are more easily humbugged than fools. If there is anything too vile, too pruient, too obscene for publication in my ideal newspaper, I have got to see it. (Cheers.)

There are many other points, young gentlemen, in the making of a newspaper, which I cannot now discuss. But I hope soon to see you again. (Great applause.)

THE Trilby idiocy holds its ground with marvelous tenacity. We can now purchase

- "Trilby Slippers,"
- "Trilby Caps,"
- "Trilby Jackets."
- "Trilby Face Powders,"
- "Trilby" Washing Machines, Lawn Mowers, Coffee Pots, and goodness knows what all.

The only queer thing about the craze is the evident determination on the part of the dealers to ignore the other characters in this muchly-admired book. What is the matter, for instance, with a "Svengali Toilet Soap," or a "Little Billee Nursing Bottle," or something of that kind? Here is a golden opportunity for some enterprising manufacturer, and we won't charge him for the idea, provided he is a subscriber to ART IN ADVERTISING.



ROUNDING THE CLIFFS. "D. & H." R. R. LAKE CHAMPLAIN.

FROM A CLEVER PAMPHLET DESCRIBING THE REGION TRAVERSED BY THE D. & H. R. R.

I DON'T SEE WHY-

An advertiser uses-

A badly-drawn picture,

A worn-out cut,

A dozen styles of type in a small space,

A black background, or

Closely crowded matter.

I don't see why he advertises articles that are not found in stock when called for.

I don't see why he uses slang and vulgarity, or fills two-thirds of his space with extraneous matter, which no one ever reads.

I don't see, in short, how he expects to make his advertising pay unless he puts some brains into it.

Do you?

Kate Field's Washington, in an interesting article on the late Erastus F. Beadle, "Father of the Dime Novel," reprints the following account of his publishing venture, as given by Mr. Beadle to a visitor some years ago:

The idea of the dime novel occurred to him, he said, in 1859, and he began to act upon it in 1860.

"The state of the book market then," he went on, "was peculiar. Everyone was publishing books with thick paper and wide margins-trying to see how little they could give their readers for a dollar or a dollar and a half. Publishers exchanged books and took back such as were not sold. Well, I took the other tack, and thought I would see how much I could give for ten centscash sales, no credit. Everyone said the project would fail, but it didn't. We first published dime song books, cook books, etiquette books, etc., which we bound in a salmon-colored cover. No 'yellow-covered dimes' were ever sent out by me; the color was salmon. The yellow-covered ones were imitations, and were a bad lot. Well, after a while, I started the dime novel. Mrs. Ann S. Stephens was the author of the first one-'Madeska,'a prize story published forty years ago in the Ladies' Companion. I paid her \$250 for the right to reprint her story. We sold ten thousand copies right off, and then twenty thousand."

Mr. Beadle had an editor in his employ named Victor, who used to pass upon manuscripts,

order special work and the like, just as the editor of a literary weekly or monthly would do it. He was as interested as his chief in recalling their joint undertaking. "The authors who wrote for us," said he, "were notable persons in their way. We had, for instance, one book by a man who was once a member of the Ohio Legislature; another by an ex-Governor of the same State. He never wrote us a bad line. Edward S. Ellisyou know him?-wrote us our most popular novel. He was a Methodist, and he went to his minister to know whether he could write a dime novel. He was a school teacher in Trenton, and was not yet twenty-one when he wrote his first 'dime,' for which he got eighty-five dollars. That was 'Seth Jones.'"

"Yes, I remember," broke in Mr. Beadle, unable to restrain his enthusiasm, "we plastered the country with 'Who is Seth Jones? and when the excitement ran high we answered the question with that picture you see on that cover: 'I'm Seth Jones.' We sold sixty thousand copies of that story right off."

THE following is a conversation that was carried on by two fashionably-dressed girls in a Broadway cable car the other day:

- "Isn't that a cute advertisement?" said one.
- "Which?" inquired the other.
- "The one with a lion. Lion Brand cuffs or something."
 - "What does the verse say?"
- "Oh, it's too much trouble to read it; most of these verses are so silly."
- "Yes, aren't they? I like the sign in the corner,"
 - "Fair and Square Ribbon? that's too ancient."
 - "Well, it's cunning anyway."

Having become interested in the subject they proceeded to examine all the signs in the car, even craning their necks to get a glimpse of those behind them.

- "Do you know," said one of them at last, "which is the very best sign in this car?"
 - "No-I don't think I do. Do you?
 - "Yes, it's that one of Scri-"
- "Oh, here's our corner. Come, Bess!" And in a moment they had disappeared from view.

Pretty good judgment, though, wasn't it?

A man buys a horse for \$90, sells it for \$75 and rebuys it for \$85; how much does he make or lose?

The Mayflower Pays Advertisers

Address JOS. J. DE LONG 89 Tribune Building, New York

Has Been a Success for 15 Years

Subscription List Open to Advertisers

Catholic Population by States

Alabama 17,000	Indiana 155,000	Montana 30,000	Rhode Island	200,000
Arizona 38,000	Iowa 205,000	Nebraska \$5.000	South Carolina	8,000
Arkansas 9,500	Kansas 75,000	Nevada 5,000	South Dakota	40,000
California 210,000	Kentucky 160,000	New Hampshire 85,000	Tennessee	18,000
Colorado 60 000	Louisiana 335,000	New Jersey 280,000	Texas	160,000
Connecticut 250,000	Maine 83,000	New Mexico 125,000	Utah	8,000
Delaware 20,000	Maryland 235,000	New York1,500,000	Vermont	50,000
Dist. of Columbia 70,000	Massachusetts 745,∞0	North Carolina 3,000	Virginia	25,000
Florida 15,000	Michigan 260,000	North Dakota 25,000	Washington	40,000
Georgia 20,000	Minnesota 300,000	Ohio 400,000	West Virginia	20,000
Idaho 90,000	Mississippi 18,000	Oregon 35,000	Wisconsin	400,000
Illinois 785,000	Missouri 200,000	Pennsylvania 775,000	Wyoming	5,000

TO REACH THESE PEOPLE

USE DONAHOE'S MAGAZINE

Boston 611 Washington St.

New York 824 Temple Court W. R. CRISE, Representative

Digitized by Google

MILITAL RESERVE Fund Life HOME OFFICE: Corner Broadway and Duane St., New York

Corner Broadway and Duane St., New York

E. B. HARPER, President

"FOUNDED UPON A ROCK"

"And when the flood arose, the stream beat vehemently upon that house and could not shake it; for it was founded upon a rock."

THE KEY-STONE-COMMON SENSE

The Mortuary Premiums of the MUTUAL RESERVE are based on the death rate indicated by the Experience Tables of Mortality, and adjusted so that each policyholder must contribute his equitable proportion of the amount actually required for Death Claims and expenses; the object being to furnish life insurance at the lowest possible cost consistent with absolute security.

PER CENT. DIVIDEND SAVED IN PREMIUMS

The total cost for the past 13 years for \$10,000 insurance in the Mutual Reserve amounts to less than Old System Companies charge for \$4,500 at ordinary life rates—the saving in premiums being equal to a cash dividend of nearly 60 per cent.

PER CENT. AVED IN

"A bird in hand is worth two in the bush."

The Mutual Reserve, by reducing the rates to harmonize with the amount required for Death Claims, and by judicious economy in expenses of man-agement, has already saved its policyholders over thirty-five million dollars in premiums.

MILLION **DOLLARS** SAVED IN PREMIUMS

"A bird in hand is worth two in

MUTUAL RESERVE BUILDING

1805 THE ELOQUENCE OF RESULTS 1881 No. of POLICIES IN FORCE, over No. of PULICIES IN FURCE, over Interest Income, annually, exceeds BI-Nonthly Income exceeds RESERVE Emergency Fund exceeds Death Claims paid, over New Business received in 1894, over INSURANCE IN FORCE exceeds 750,000 3,827,000 20.800.000 81,000,000 200,000,000

EXCELLENT POSITIONS OPEN

in its Agency Department in every Town, City and State, to experienced and successful business men, who will find the Mutual Reserve the very best Association they can work for.

Further information supplied by any of the Managers, General or Special Agents in the United States, Canada, Great Britain or Europe.

An Important Message

To intending advertisers is contained in the announcement that space can be had in

The Sunday School Times

for one or more times for eighty (80) cents a line each insertion. This is less than one-half cent per line for each thousand copies issued, based on the average of one year—fifty-two issues from December 1, 1893, to December 1, 1894:

161,342 Copies Weekly

For an advance order of 1,000 or more lines or for a space not less than one inch each issue for one year we will discount the above 10 per cent., making the rate seventy-two (72) cents per line. This is the whole message as to price. It means

The Best-The Most-The Lowest Priced

Advertising to be had in any one religious weekly paper.

THE BEST—Among adults only; the active church workers in different denominations; the moving spirits in the most intelligent Christian homes; implicitly trusting its advertisements because of this guaranty regularly published and strictly lived up to:

"The Sunday School Times intends to admit only advertisements that are trustworthy. Should, however, an advertisement of a party not having good commercial credit be inadvertently inserted, the publishers will refund to subscribers any money that they lose thereby."

THE MOST—Average as above, 161,342 copies weekly. It attracts subscribers only by high standard of literary excellence. No expense is spared to bring to its readers the best thought of the best writers. Nearly thirty thousand dollars a year is paid for its editorial and contributed matter. The subscription list is entirely a paid one. Expiring subscriptions are dropped unless promptly renewed and paid up.

THE LOWEST PRICED—It is stated above. We should like to discuss with you the subject of your advertising. In making comparisons it is important to know that this guaranty is also regularly published and strictly lived up to: "Advertisers are free to examine the subscription list at any time."

Leading Denominational Weeklies

Put Them On Your List

These papers have the exclusive control of rich local denominations. Sunday School Times
Philadelphia
Lutheran Observer
Presbyterian Journal
Reformed Church Messenger
Episcopal Recorder
Lutheran
Christian Instructor
Christian Recorder

Over 220,000 Copies Religious Press Association Philadelphia Put It On Your List

Send to us . . .

For a sample copy and examine the quality of its literary and advertising columns, and then let us tell you more about the details of advertising as adapted to your special requirements.

Religious Press Association Philadelphia





The Union Gospel News

CLEVELAND, OHIO

Will be found one of the best Advertising Mediums for 1805

Over 150,000

Guaranteed Weekly

Circulation



Undenominational

Reaches the

Homes Direct

Rates sent on application

ADVERTISE The Hearthstone

AND DRAW
PROFITABLE TRADE

Circulation, 600,000 every month.

Subscription price, 25c. per year.

Advertising rates moderate.

The Hearthstone Pays Advertisers.....

Address, 285 Broadway, NEW YORK

Section of the section of

Prints 150,000 Copies a Week



\mathbf{WHY} LAUGH WE

"There are others" of course, but only one JUDGE

Before you place your advertising for the year 1805 read the following:

CITY AND COUNTY OF NEW YORK.

STATE OF NEW YORK.

Personally appeared before me Rich'd R. Ridge, who, being duly sworn, says that he is the president of the Fless & Ridge Printing Company. That his Company has printed, during the week ending November Twenty-fourth, one hundred and fifty thousand (150.000) copies of the publication known as JUDGE, owned and published by the Judge Publishing Company.

FLESS & RIDGE PRINTING COMPANY,

Rich'd R. Ridge, Prest.

28th day of November, 1894.

BERTHA L. CLARKE,
No. 163.

Notary Public N. Y. County.

THE SESECTED TO BE SESECTED TO BE SESECTED TO SESECTED

has long since reached a place in advance of the band wagon in the procession of cartoon lournals; its enviable position having been attained on merit. Advertisers use it and plant their goods wherever intelligence exists, its high class permanent patrons advertisingly being its best recommendation to those who have never used its columns.

Sample Copies and Advertising Rates on Application

WILLET F. COOK

Advertising Manager

JUDGE PUBLISHING CO.

116 Fifth Avenue, New York

Digitized by Google

WANTED— A SITUATION!

The proprietor of one of the most influential daily newspapers in the U. S. recently said—speaking of this applicant for a situation:

"He is unquestionably the very first advertising solicitor in this country. With him it is not a question of talent or simply an occupation to earn a livelihood—but his ability simply amounts to genius. As a writer and originator of advertising literature, all his efforts have the pulling power which makes the investment a financial success. I have known this man to solicit and obtain high-class high-rate advertising that I thought I knew could not be obtained."

The proprietor of ART IN ADVERTISING says:

"This man is worth \$15,000 a year to any one in need of advertising ability."

(Continued on next page.)

WANTED— A SITUATION! (CONTINUED)

My statement:

Have had 15 years of varied experience, as solicitor, publisher, writer of advertisements and as advertiser.

My ability has never been questioned.

I want a situation, but I don't want it very badly.

I can afford to wait until the proper opportunity presents itself.

Why I want this situation I will state in confidence to any concern or firm of responsibility, who will correspond with me.

(Continued on next page.)

WANTED— A SITUATION! (CONTINUED)

FIRST CHOICE: I want to take charge of the writing and placing of the advertising of some strong concern, that has an article that will warrant the best talent I have.

SECOND CHOICE: I want to work for some large advertising agency that would like \$150,000 of new and desirable business the first year I am with it.

(Continued on next page.)

WANTED— A SITUATION! (CONTINUED)

THIRD CHOICE: I want the position as advertising manager and solicitor on some Daily, Weekly or Monthly publication, where absolute originality and a power to increase revenue will be appreciated.

This gives, in outline, what I would like. Age, not yet 35. Habits, some better, thousands worse. Appearance, all right; thoroughly healthy; wear good clothes; you won't be ashamed of me.

If interested, write X. Y. Z., care of

ART IN ADVERTISING

80 Fifth Avenue, New York

COMMERCIAL ADVERTISERS
who

POST BILLS:

write for descriptive lists of the prominent locations we reserve for mercantile purposes.

You will find in ours a perfected up-to-date bill posting plant, without an equal in the United States for commercial displays.

The St. Louis Bill Posting Company

R. J. Gunning, President
Office, 9 So. Broadway, St. Louis, Mo.

WHEN IN DOUBT USE SCRIBNER'S



NOW is the time to send in your dollar and get

ART IN ADVERTISING

...FOR 1895...



Your Wife

Would like The Household, if she does not already see it.

May I inclose to your address a copy for her?

Her approval will be proof positive that Household readers are of the best class.

You Want to Reach This Class

CIRCULATION

100,000

MONTHLY

F T. BURDETT, Adv. Mgr.

258 Washington Street

Boston, Mass.

POPULAR MEDIUMS.

MASSACHUSETTS.—New Bedford.

THE EVENING STANDARD, greatest newspaper in Southern Massachusetts. Circulation over 8,000.

THE MORNING MERCURY, only morning paper south of Boston. Circulation over 3,000.

THE EVENING JOURNAL, New Bedford's most popular daily. Largest city circulation.

Lynn.

NGALLS' MAGAZINE for ladies. J. F. Ingalls, Pub., Lynn, Mass.

LYNN ITEM. 12,000 daily. One-ninth cent per line per thousand.

Boston.

AMERICAN CITIZEN, Boston. Leading A. P. A. paper. 22,000 each issue, all Americans.

REFLECTOR, acknowledged the best home magazine, published 48 Oliver St., Boston.

WONDERFUL! Send ten cents to Frank Harrison, Boston, Mass., and see what you will get.

ILLINOIS.—Chicago.

THE DISPATCH, Chicago's brightest and best afternoon newspaper. Circulation exceeds 50,000.

ALABAMA.—Montgomery.

THE MONTGOMERY ADVERTISER, Daily, Sunday and Weekly. Largest circulation of any paper in Alabama.

MARYLAND.—Frederick.

THE NEWS, Daily 1,700, Weekly 8,000. Largest, most enterprising, third richest county in America.

COLORADO. - Denver.

THE DENVER REPUBLICAN. Rowell says: "Largest circulation in Colorado,"

CALIFORNIA.—San Francisco.

SAN FRANCISCO EXAMINER, the leading paper of the Pacific coast. Daily 71,270.

TEXAS.—Houston.

HOUSTON POST. Largest Texas circulation (sworn) S. C. Beckwith, Eastern Agent, 48 Tribune Bldg., N.Y.

Galveston and Dallas.

THE NEWS (Galveston and Dallas) is a first-class advertising medium, and a newspaper.

NEW YORK.—Albany.

A LBANY, N. Y., TIMES-UNION has more subscribers than all the other dailies combined.

New York City.

THE HARDWARE DEALER. A Magazine for Dealers. \$1.00 a year. Send for Advertising Rates. 78 Reade Street, N. Y.

PENNSYLVANIA.—Philadelphia.

CHURCH PRESS ASSOCIATION syndicate of the Church MAGAZINES. 85,000 copies into the homes of church members.

TABLE TALK, circulation 28,000. Best for Household

OHIO.—Columbus.

OHIO STATE JOURNAL. Leading Paper, Daily, Sunday, Weekly.

PRINTING INKS—Best in the world. Carmines, 12½ cents an ounce; best Job and Cut Black ever known, \$1.00 a pound; best News Ink seen since the world began, 4 cents a pound Illustrated price list free on application. Address WILLIAM JOHNSTON, Manager Printer's Ink Press, 10 Spruce St., New York.

WANTED—A position with the advertising department of a first-class publication after May 1, by a thorough business man desiring to enter the advertising field. JAS. McCORMICK, 96 Montgomery St., Jersey City, N. J.

Advertising Experts.

BOND, of Boston (16 Central Street). Advertisement writer.

Parvin's Advertising Agency, Cincinnati, Ohio, quote advertisers low rates.

THE ST. AUGUSTINE NEWS offers a very handsome new "MARLIN" RIFLE to the person who shall discover the gnumber of typographical errors in its issue for the season of 1895. For conditions write to Frank G. Burry, Publisher, Utica, H. Y.

Complete, Compact, Convenient—

LORD & THOMAS'

Pocket Newspaper Directory

TRYING TO ADVERTISE IS LIKE TELLING TIME BY THE SUN

"Its relation to the cumbrous volumes published by others is the same as the pneumatic tire sulky to the ice wagon"

It tells name, class and circulation of every publication in the United States and Canada, together with population of town and county

HANDSOMELY GILDED, MOROCCO BINDING, FLEXIBLE \$2.00



LORD & THOMAS

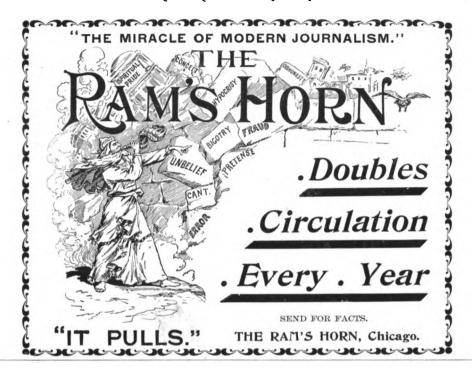
Newspaper and Magazine Advertising

45=47=49 Randolph St., Chicago



QUEEN OF GREECE.

Half Tone and Line Work. Buildings, Catalogues, etc., etc. Original Sketches. H. C. Brown, 80 Fifth Avenue, New York City.



IPPINCOTT'S



MONTHLY MAGAZINE

A COMPLETE NOVEL IN EVERY NUMBER



J. B. LIPPINCOTT & CO.

Philadelphia, Pa.

ART IN ADVERTISING is issued on the fifth of every month, price one dollar a year in advance.

A Supplement containing Advertising Cuts of new and original designs is on the press and will be sent free on application.

All the cuts used on the cover and in the inside are for sale to subscribers at merely nominal prices.

Address all communications to

ART IN ADVERTISING CO.

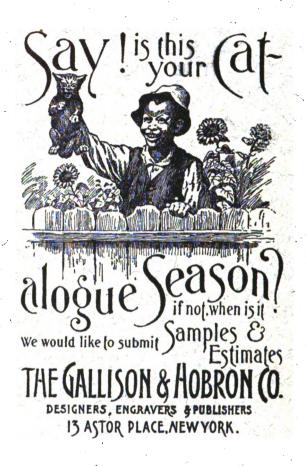
80 Fifth Avenue,

New York.

The Winthrop Press



Pew York



Original thoughts and schemes for

BOOKLETS
BROCHURES
CALENDARS
HOTEL ANNOUNCEMENTS
ILLUSTRATED CATALOGUES
ETC., ETC., ETC.

DEPARTMENT OF DEMINING.
AND ILLUSTRATION
UNION THE OPERITORIES.

SEND FOR OUR BOOKLET

America's Greatest Illustrated Paper

ILLUS TRATED

Seen
Everywhere

Read by
Everybody

Patronized
by all
Leading
Advertisers

Gives the
Best Service
at the
Most
Reasonable
Rates

Include it in your List

For... 1895 Business...

You cannot use a better medium

Will You Try It?

WILLIAM L. MILLER

Advertising Manager

110 Fifth Avenue, NEW YORK

